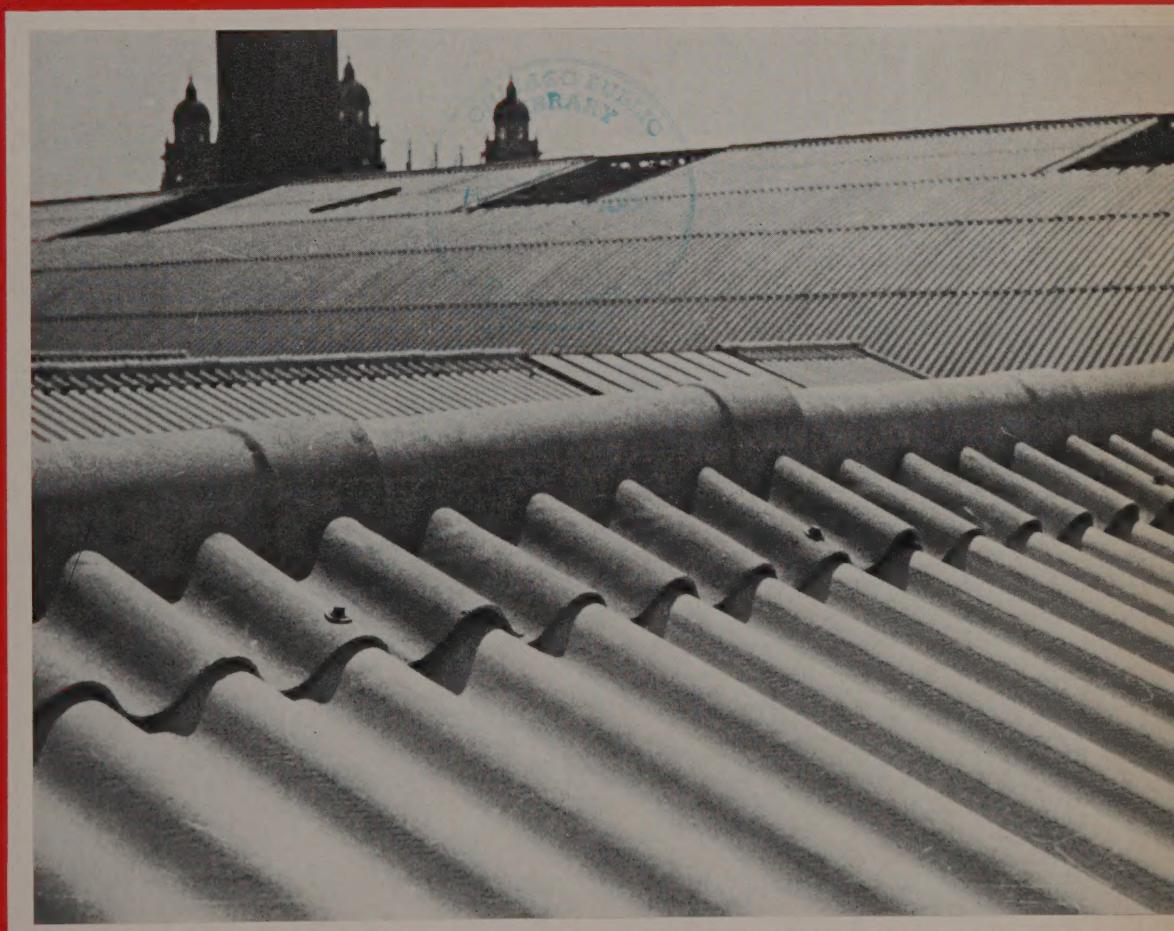


APRIL 14, 1956

foreign trade



CANADA IN FOREIGN MARKETS (see page 36)



ANADA

2	The Market in Belgium and Luxembourg
5	Documentation in Export Trade
9	Current Payment Terms in Cuba
11	Fairs and Exhibitions
13	Colombia's Coffee Crop
14	Raw Cotton and the U.S. Farmer
16	The Onion Market in Chicago
18	Commodity Notes
21	Austria: the Trading Picture
23	Exploring Trade with the Midwest
25	February Frosts Affect Crops
27	General Notes
29	Foreign Trade Service Abroad
34	Foreign Exchange Rates
36	Canada in Foreign Markets

foreign trade

Established in 1904

Published fortnightly by the Department of Trade and Commerce.
The Right Honourable C. D. HOWE, Minister,
WM. FREDERICK BULL, Deputy Minister.

OTTAWA, APRIL 14, 1956, Vol. 105, No. 8

Please forward all subscriptions and orders to:
The Queen's Printer, Government Printing Bureau, Ottawa.
Price: \$2.00 a year in Canada; \$5.00 abroad.
Single copies: 20 cents each.
Authorized as second class mail by the Post Office Department, Ottawa.

Material appearing in this magazine may be freely reprinted, preferably giving credit to "Foreign Trade".

COVER Canadian asbestos was used in making the roofing for this group of exhibition buildings at the Trade Fair in Barcelona, Spain. Our regular feature, "Canada in Foreign Markets", illustrates through pictures and captions the many other products which Canada exports and the diverse markets to which they go. See page 36.

THE MARKET

in Belgium and Luxembourg

With one of the highest standards of living in Europe, low tariffs, no quantitative import restrictions, and a good supply of dollars, Belgium merits the attention of Canadian exporters in many lines. Here is sound advice on the characteristics of this market and suggestions about selling there.

T. J. MONTY, *Commercial Counsellor, Brussels.*

THE CANADIAN EXPORTER looking hopefully towards the market in the Belgo-Luxembourg Economic Union can find several reasons for optimism. First, the country has sufficient dollars to finance its imports from the dollar area—dollars earned through its sales in hard currency markets, or through Belgian investments abroad, EPU settlements, and the tourist trade. Second, the varied industrial production carried on makes Belgium an excellent outlet for raw materials and semi-finished goods, and most Belgian industries are booming. Third, more and more Belgians are earning incomes which make it possible for them to enjoy many of the good things of life. Growing sales of consumer goods, automobiles, radios, television sets, and household appliances confirm this.

The Belgian Buyer

Some one once said that just about everything is made in Belgium. This is true: with the exception of certain specialties, just about everything is either partially or completely manufactured in this small country. In fact, its main business is transforming raw materials, largely imported, into finished and semi-finished goods for

export. Its manufacturers realize that, if they are to remain competitive in world markets, they must increase output, step up efficiency to compensate for the higher cost of Belgian labour compared with neighbouring countries, and modernize their machinery and equipment. This means that they are in the market for many raw materials which Canada can supply (aluminum, asbestos fibres, lead, wood pulp, zinc, lumber, etc.) and for a variety of machinery and industrial equipment.

The standard of living in Belgium is, together with that of Switzerland, the highest in Europe and the average income in relation to taxation and prices is large enough to allow the great mass of the people to live rather comfortably. The average labourer's wage of 46 cents an hour, although low in comparison with North America, is good considering circumstances in Europe. All this means money to spend on consumer goods. In this area, national taste leans towards the solid and the durable. The Belgian buyer is not interested in what he calls "camelote" or cheap goods. He wants quality, but at the right price. He will not buy quality if the price is too high but, on the other hand, he will not buy "camelote" at any price. He is a keen and shrewd customer and is prepared to bargain if necessary; in that sense Belgium can be said to be a price market.

Gradually a system of instalment purchasing has developed and, as a consequence, Belgian importers are giving their customers long-term credits. The country has no regulations yet covering time and instalment payments, hence the extension of credit varies considerably with domestic import and export trade. Automobile agencies, for instance, grant terms up to 36 months for payment.

Characteristics of Market

- *Keen Competition*—Because Belgium has to import and export in order to live, it is very conscious of the advantages of low tariffs and freedom from quantitative restrictions. The Belgian market, in consequence, is

a relatively free one and this means that competition, not only from Europe but from manufacturers all over the world, is extremely keen. The Belgian market is difficult to sell in but there are always buyers anxious to obtain almost any type of merchandise, provided the quality is there and the price is right.

- *Convertible Currency*—The Belgian franc is, in effect, freely convertible for financing trade transactions and dollars are readily available at the banks for importers of Canadian goods. In addition, financial conditions are such that Belgium can raise both internal and external loans without much difficulty.

- *Terms of Payment*—Belgian importers usually pay on sight draft or deferred payment terms and are often allowed credit for 30, 60, or 90 days by their suppliers. The irrevocable letter of credit is not often used.

- *Distribution Centres*—The principal marketing and distribution centre is Antwerp; other important ones are Brussels, Liège, Charleroi, and Ghent.

Buying and Selling

The buying and selling methods employed in Belgium resemble those used in Canada. The manufacturer sells to the wholesaler who sells to the retailer who in turn sells to the final purchaser. The role of the Belgian banks is similar to that of the Canadian banks. The foreign firms doing a large business in Belgium have their own Belgian plants and offices. The most common means of reaching the market, however, is through the use of agents. Agents generally fall into two categories: those who buy for their own account—the indent houses—and those who merely act as middlemen between the foreign manufacturer and the purchaser.

Advertising is not used as extensively in Belgium as it is in Canada but this situation is changing and firms are beginning to consider advertising on a broader scale. The medium most commonly used is the newspaper. Radio and television cannot be employed because they are government services, similar to the CBC, and refuse to accept advertising. A certain amount of publicity is obtained through the use of billboards and the circulation of advertising folders from door to door. One form of advertising used extensively and to good effect is advertising films in the motion-picture houses—such as animated cartoons, commercially slanted documentaries, or straight advertisements in colour.

Selling to the Government

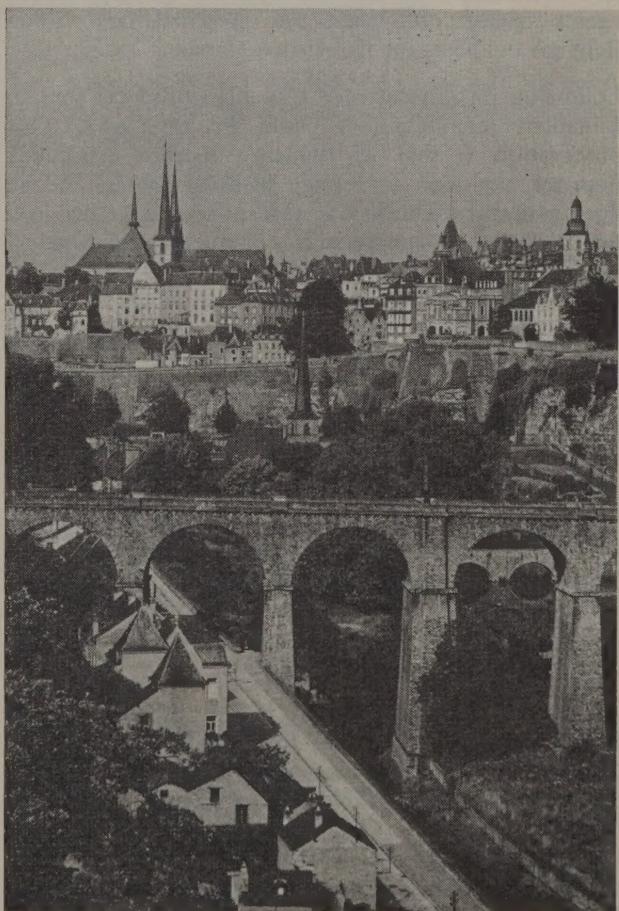
The Belgian Government buys for its own use only. The rule is to keep business in private hands; state buying was done away with as soon as possible after the war. When the Government wishes to buy something it

calls for tenders, and although Canadian firms have not thus far had much success in obtaining any of this business, it is hoped that with perseverance and our assistance they will eventually succeed.

Canadian Opportunities

Canada's best opportunities in this market lie in the supplying of raw materials and processed goods such as foodstuffs (cereals, fish, etc.), lumber, and wood products (paper, pulp, etc.). However, it should be possible to sell a wide range of manufactured and semi-manufactured goods if prices can be made more competitive.

One story which may illustrate the requirements of the Belgian market concerns washing machines. Canadian-made machines were sold in Belgium during the time of scarcity, even though they did not entirely comply with the market's basic requirements. As local production increased and the supply from other countries improved, however, Canadian sales opportunities diminished. The difficulty was that we could not pro-



The city of Luxembourg has in this picture a mediaeval air, but the tiny country, part of the Belgian-Luxembourg Economic Union, is the centre of an active steel industry.

vide the Belgian market with the type it really wanted —a washing machine with a heater.

In contrast to this, a British television manufacturer has told us that even though the viewers which he makes are of a type suitable only for the Belgian market because of certain wave-band requirements—a fact which automatically gives an advantage to the local producers—none the less German manufacturers are turning out this very article, regardless of the limited market, for prestige purposes.

Making Contacts

The best way for Canadian manufacturers to make contacts in the Belgian market is first of all to approach the office of the Commercial Counsellor, Canadian Embassy, Brussels, to make inquiries into conditions affecting their particular products. By this means, contacts can be established with Belgian representatives or prospective buyers.

Personal visits are generally very rewarding. It is our experience that difficulties are more easily overcome and differences of opinion between principals and agents ironed out when the principal has visited Belgium or the agent has visited Canada.

Follow-up on inquiries for Canadian products sent to Canadian manufacturers could be improved. Our observation is that as domestic market conditions improve, attention to foreign markets wanes, and so does prompt attention to correspondence. This is a fatal error when dealing with a competitive market.

Trade Fairs a Good Medium

One of the proven ways of introducing imported products into the Belgian market is by exhibiting at major international trade fairs. Four of these are held in Belgium each year—at Brussels and Liège in the spring, and at Ghent and Charleroi in the fall. (The latter is an industrial and technical exhibition.) Canada has been participating regularly in the Brussels Trade Fair since the war and last year its exhibit featured textiles and chemicals. At the 1956 Brussels Fair, which opened on April 9, Canada, through the Department of Trade and Commerce, is sponsoring a display centered around grain and foodstuffs.

A number of minor Fairs are held in other centres in Belgium in addition to the four we have mentioned. Considerable attention has recently been given to the organization of a World's Fair to be held in Brussels in 1958. Nearly 60 nations have already signified their intention of participating and Canada will have its own pavilion. Although this will not, strictly speaking, be a Trade Fair, none the less it is bound to have some influence on trade exchanges between Belgium and Canada.●

Mexican Oils and Fats

MEXICO is nearing self-sufficiency in most fats and oils as a result of increased domestic production. Output of oils and fats from cottonseed, sesame seeds, copra, palm nuts and peanuts increased from 174 thousand to 246 thousand metric tons between 1950 and 1955.

• Cottonseed Oil

In 1954 Mexican purchases abroad of cottonseed oil amounted to 9,058 metric tons. In 1955 they fell to exactly one ton. Production of cottonseed has risen steadily from 119,086 metric tons in 1948-49 to 626,112 tons in 1954-55. Based on probable cotton production in 1955-56 of 1.9 million bales, it is estimated that the yield of seed will total 684 thousand tons. The oil content of this crop, averaging 14 per cent by weight of seed crushed, should be about 85,750 tons in 1956, compared with 78,016 tons in 1955. The demand for cottonseed oil has increased so sharply in recent years that production failed for a time to keep pace with it. Imports amounted to 25 tons in 1950, 750 tons in 1953, and over 9,000 tons in 1954.

• Sesame Oil

Production of sesame oil rose 3.4 per cent in 1955 over 1954—30 per cent higher than in '50.

• Copra and Palm Nut Oil

Despite floods in Pacific coastal areas, production of copra and palm nut oil was 68 per cent higher in 1955 than in 1950.

• Peanut Oil

Production rose from 6,000 metric tons in 1950 to 11,000 tons last year.

• Tallow and Hog Lard

The two exceptions to this increased production of fats and oils were tallow and hog lard, output of which has lagged behind domestic demand. Production of tallow increased slightly—from 24,000 tons in 1950 to 27,000 tons in 1955 and hog lard from 30,800 to 31,400 tons during the same period. Between \$10 million and \$12 million is still spent abroad every year for tallow and hog lard.

Official sources assert that production of oils of cottonseed, sesame seed, peanuts, copra and palm nuts will continue to increase at the rate of 9 to 10 per cent a year and keep pace with domestic demand, which during the past six years has risen from 17.6 to 22 pounds per capita annually.

—M. T. STEWART,
Commercial Counsellor, Mexico, D.F.

Documentation in Export Trade II

How do documentation requirements differ between one area and another? How careful must the exporter be in preparing these documents? This article, number four in our series on the techniques of export trade, covers these points in some detail.

H. V. JARRETT,
International Trade Relations Branch.

THE DOCUMENTS most likely to be needed in dispatching an export shipment abroad were defined and discussed briefly in an article in *Foreign Trade* of March 17, 1956. These documents differ, naturally, with different countries and it is not possible to give in detail the requirements of all countries. However, in the sections which follow those of each of the major geographic areas are outlined concisely. For Latin America and Europe, there are tables showing the documents which each country demands.

BRITISH COMMONWEALTH

In many countries of the British Commonwealth, goods of Canadian origin receive preferential tariff treatment—that is, rates of duty lower than those applicable to similar goods from non-Commonwealth sources. There are two main conditions which must be fulfilled to entitle goods to tariff preference. First, the goods must be Canadian products within the meaning of the preference regulations of the country concerned. Second, they must be consigned direct from Canada to that country.

To enable his customer to claim entry under preference, the Canadian exporter must supply a certificate of origin. For most preference markets, the certificate of origin is combined with a certificate of value and an officially prescribed form of invoice into a single document. The text of this document varies (though in many cases only in minor details) with the country. It is important therefore that the exporter use the correct form for the country to which he is shipping and that he does not, because of apparent similarity, substitute a form prescribed by some other area. The form of invoice and the certificate of value should be

used for all shipments. The portion relating to origin, however, normally needs to be filled in only when claiming preferential tariff treatment.

Combined Documents

There are two basic versions of the combined document. In one, the form of invoice has columns calling for both the current domestic value in Canada and the selling price to the purchaser abroad. The combined certificate of value and of origin in this form contains appropriate declarations regarding the basis for the current domestic values shown in the invoice and the grounds on which the goods qualify as products entitled to preference. In the case of Australia and New Zealand, the form is amplified in various respects, particularly the certificate of origin, to meet the requirements of the respective customs laws.

The second basic type is an abbreviation of the first. The invoice calls only for the selling price to the overseas importer and the certificate of value is correspondingly shortened.

The United Kingdom is a notable exception. There is no official form of invoice and usual commercial invoices may be used. A certificate of value is not required. For claiming preferential treatment, four different kinds of certificates of origin have been prescribed. One of these is for goods which must qualify as the "growth or produce" of Canada—that is, such goods must be *wholly* Canadian. Another is a special certificate for sugar and tobacco. The remaining two are for goods which have been sufficiently processed as to be regarded as manufactured articles and which qualify as Canadian if a prescribed proportion of their factory cost is Canadian. In support of the Canadian "content" claimed in these certificates, the overseas manufacturer may be asked for supporting evidence in a Form of Cost Accounts, in which details of expenditures on materials, labour, and overhead must be given.

In any preference area, the importer may be asked to produce bills of lading or similar documents as proof of direct consignment. Transhipment in a foreign country is usually permitted and in such cases, a chain of evidence of direct consignment becomes necessary.

For shipments to India and Pakistan, which do not grant tariff preference to Canada, no special form of invoice is prescribed but a certificate of value must be supplied.

Preferential tariffs in the Commonwealth, and the conditions under which they are granted, will be dealt with in more detail in an article on tariffs to appear later in the series.

UNITED STATES

The requirement of consular certification of invoices on shipments to the United States was abolished on October 1, 1955. The consular invoice form 138 is to be replaced by a "Special Customs Invoice" form. Until the new Customs forms can be prepared, printed and distributed and procedures set up for their use, consular form 138 will be used as the "Special Customs Invoice" form but will not require certification by the Consul.

In general, the basic requirement for the United States is that two copies of the Special Customs Invoice, on forms supplied free of charge by the Consul, must accompany shipments of more than \$500. For goods which do not require the Special Customs Invoice, the commercial invoice, giving full details of the shipment, should suffice.

The U.S. Tariff Act stipulates that the consignee shall, with certain exceptions, produce the bill of lading at the time of making entry.

It is the practice of Canadian exporters when shipping to the United States to prepare three copies of a "pro forma invoice" to be attached to the bill of lading, forms for which may be obtained from the carriers. These invoices, signed by the shipper or agent, enable the consignee or broker to effect speedy clearance of the goods through the U.S. Customs.

LATIN AMERICA

As already indicated, the chief characteristic of Latin American documentation is the consular invoice which is required in fifteen of the twenty countries in that area. In Argentina and Uruguay the consular invoice is combined with a certificate of origin. In Chile the regulations call for a combined commercial invoice and certificate of origin; in Guatemala the main document is the certificate of origin; and in Costa Rica, Mexico and El Salvador the commercial invoice is the principal one. Costa Rica is the only Latin American country which does not require consular legalization of the documents, although Mexico gives the exporter a choice of having the invoice notarized or legalized.

Fees for legalization of documents vary greatly and often are substantial. In some countries there is a flat fee of so much per set of documents; others charge fees on the value of the shipment as shown in the invoice—going as high as 8 per cent ad valorem in

some cases. Some fees are collected by the Consul who processes the documents. Others are paid by the importer at the port of entry. The cost of forms, when purchased from Consuls, is often as high as \$6 per set.

EUROPE

For most European countries the only documents needed for Customs purposes are the commercial invoice and bill of lading. In a few countries a certificate of origin must also be supplied for some shipments. Portugal is the only country which requires a consular invoice and in Spain the certificate of origin, when required, must be legalized by the Consul. With these exceptions, documents for shipments to European countries do not require consular certification.

The requirements for overseas possessions of European countries generally follow the pattern of the mother country.

INDEPENDENT COUNTRIES OF ASIA AND AFRICA

For all countries in this area the commercial invoice, giving full details of the shipment, and the bill of lading are among the documents required for Customs purposes. These documents, without consular legalization or Chamber of Commerce certification, are all that is normally required for shipments to the following countries: Burma, Egypt, Ethiopia, Indonesia, Iraq, Israel, Saudi Arabia and Thailand. The commercial invoices may be prepared by the shipper on his own form, except when shipping to Iraq and Israel, for which special forms are prescribed.

For Lebanon and Syria the commercial invoice is combined with a certificate of origin and requires certification by a Chamber of Commerce or similar organization, or for Lebanon by a Lebanese Consul if there is one in the place of shipment.

For Iraq the commercial invoice must be certified by a Chamber of Commerce and a certificate of origin must also be supplied.

For Jordan the commercial invoice must be certified by a Chamber of Commerce.

Japan requires a certificate of origin for goods granted concessions under the General Agreement on Tariffs and Trade. This must be legalized by a Japanese Consul if there is one in the place of shipment; otherwise by a Chamber of Commerce.

Consular invoices are required for shipments to China, Liberia, the Philippine Republic and Turkey.

Table I
Documentation for Latin America

The following table indicates the documents required for freight shipments to countries in Latin America and sets out the main requirements in preparing these documents. (For further explanation see the notes following.)

Abbreviations:

C.I.=Consular invoice
C.O.=Certificate of origin
Com. I.=Commercial invoice
B.L.=Bill of lading

Country	Documents Required	No. of Copies	Notes (See below)	Country	Documents Required	No. of Copies	Notes (See below)
ARGENTINA	Combined			HAITI	C.I.	5	1-6-12
	C.I. & C.O.	4	1-4-7-10-11		Com. I.	5	1-8-12
	Com. I.	3	1-8-11		B.L.	6	1-12
BOLIVIA	B.L.	3	2-12	HONDURAS	C.I.	5	1-4-6-13
	C.I.	6	1-4-6-10-12		Com. I.	2	1-4-8-13
	Com. I.	4	1-3-8-12		B.L.	2	2-8
BRAZIL	B.L.	3	1-12	MEXICO	Com. I.	4	1-8-9-11
	C.I.	5	1-7-10-13		B.L.	...	2
	Combined				C.I.	8	1-4-6-9-10-13
CHILE	Com. I. & C.O.	4	1-3-8-13	NICARAGUA	Com. I.	4	1-4-8-13
	B.L.	2	1-13		B.L.	4	1-5-13
	Combined				C.I.	5	1-4-6-11
COLOMBIA	Com. I.	4	1-4-6-10-12	PANAMA	Com. I.	4	1-5-8-11
	Com. I.	2	1-5-8-12		B.L.	4	1-13
	B.L.	3	1-12		C.I.	5	1-4-6-9-10-12
COSTA RICA	Com. I.	3	2-4-8	PARAGUAY	Com. I.	2	1-5-8-12
	B.L.	2	2		B.L.	3	1-12
	C.I.	6	1-6-11		C.I.	4	1-4-6-12
CUBA	Com. I.	3	1-8-11	PERU	Com. I.	1	1-8-12
	B.L.	4	1-12		B.L.	5	1-5-12
	Combined				Com. I.	8	1-8-11
DOMINICAN REPUBLIC	C.I.	5	1-4-6-12	EL SALVADOR	B.L.	4	1-11
	Com. I.	3	1-8-12		C.O. (for some goods)	3	1-3-4-7-11
	B.L.	5	1-12		Combined C.I. & C.O.	4	1-4-6-12
ECUADOR	C.I.	7	1-4-6-10-12	URUGUAY	Com. I.	1	1-8-12
	Com. I.	4	1-8-12		B.L.	5	1-5-12
	B.L.	3	1-12		C.I.	7	1-4-6-12
GUATEMALA	C.O. (for some goods)	5	1-3-6-11	VENEZUELA	Com. I.	3	2-8
	C.O.	3	1-3-4-6-9-11		B.L.	3	1-12
	Com. I.	5	1-5-8-11		C.I.	8	1-8-11
	B.L.	5	1-5-11		Com. I.	4	1-11

NOTES:

- Requires consular legalization or must be presented to Consul with other documents. (For Mexico Com. I. may be notarized, and in that case legalization is not required.)
- Does not require consular legalization nor presentation to Consul.
- Requires certification by Chamber of Commerce or similar organization. (For Bolivia, Com. I. requires this only if value \$500 or more.)
- Must be in Spanish. { For documents to which neither of these two
- Certain details must be in Spanish. { notes apply, English or French may be used.
- Forms obtained from Consul.
- Forms obtained from commercial stationers (names are available on application to the International Trade Relations Branch).
- Exporter's own form may be used, provided it contains all information required by the regulations.
- The document specified is not required for freight shipments valued at less than the following amounts: Brazil, \$25; Dominican Republic, \$100; Guatemala, \$50 (but restricted goods and goods subject to duty reductions by treaty require C.O. regardless of value); Mexico, \$80; Nicaragua, \$50; Paraguay, \$10. (For all other countries consular documents are required for freight shipments regardless of value.)
- Consuls will not legalize documents unless a copy of the import permit, or analogous document, or evidence of its issuance to the importer, is produced. There are some exceptions to this rule: exporters should assure themselves that if a permit is required, it has been obtained before shipment is made. (In Argentina a permit is required only for Category 1 goods—i.e., imports at official rate, and its number and date must appear on C.I. and B.L.)
- Documents must be legalized by Consul located in Canada.
- Documents must be legalized by Consul at port of export, whether in Canada or the United States.
- Documents may be legalized by either Consul in Canada or Consul at port of export. (For Brazil it is preferable to have the documents legalized in Canada.)

Table II
Documentation for Europe

The following table shows the documents required for freight shipments to European countries other than those in the Soviet orbit, and indicates briefly the main requirements to be followed in preparing the documents. Further information is given in the notes following the table.

Unless indicated to the contrary, there are no requirements about the form of the documents, language, weights or measures, and no certification or consular legalization is needed.

Abbreviations:

C.I.=Consular invoice

C.O.=Certificate of origin

Com. I.=Commercial invoice

B.L.=Bill of lading

Country	Documents Required	No. of Copies	Notes (See below)	Country	Documents Required	No. of Copies	Notes (See below)
AUSTRIA	Com. I.	2	9	ITALY	Com. I.	3	5
	B.L.	1			B.L.	1	
BELGIUM	Com. I.	1	9	NETHERLANDS	C.O.	2	3-14
	B.L.	1			Com. I.	2	10
DENMARK	C.O.	1	3-14	NORWAY	B.L.	1	
	Com. I.	2	11		Com. I.	2	2-10
	B.L.	1		PORTUGAL	B.L.	1	
FINLAND	C.O.	2	13-14		C.I.	3	1-15
	Com. I.	2			Com. I.	1	
	B.L.	2		SPAIN	B.L.	2	
FRANCE	C.O.	1	3-14		C.O.	2	1-14
	Com. I.	2		SWEDEN	Com. I.	3	9
	B.L.	1			B.L.	1	
GERMANY (WESTERN)	C.O.	1	3-14	SWITZERLAND	C.O.	4	1-8-14
	Com. I.	2	9		Com. I.	2	11
	B.L.	1		YUGOSLAVIA	B.L.	1	
GREECE	C.O.	1			Com. I.	1	7-10-12
	Com. I.	8	2-5-16		B.L.	1	
	B.L.	2			C.O.	1	3-4-9-14
ICELAND	C.O.	1	3	YUGOSLAVIA	Com. I.	2	
	Com. I.	2	6-9		B.L.	1	
	B.L.	2			C.O.	1	3

NOTES:

1. Requires consular legalization.
2. Consular legalization may be required in certain cases.
3. Requires certification by a Chamber of Commerce or similar organization.
4. Must be in language of the importing country.
5. If language of the importing country is not used, a translation may be required at the discretion of the Customs.
6. Should be in English or accompanied by a translation into English.
7. Should be in French or both English and French.
8. Should be in French or Spanish, or a Spanish translation is required.
9. Weights and measures must be stated in metric units.
10. Standard Canadian weights and measures may be used, but use of the metric system is preferable.
11. Commercial invoice is required only for goods dutiable at ad valorem rates, but desirable for other goods as well.
12. Commercial invoice is not obligatory, but desirable to supply shipper with information required for Customs declaration.
13. Must be issued by competent Canadian authorities.
14. Certificate of origin is only required in certain cases.
15. The consular invoice, known as "declaration of cargo", must be on a prescribed form obtainable from commercial stationers.
16. One copy of the marine insurance policy should be included whenever the insurance charges have been paid by the exporter on behalf of the importer.

Some Final Remarks

In a brief exposition of the principles governing the preparation of export documents, it is possible only to give the requirements in broad outline. There are many exceptions to the general rules. The requirements not only vary from country to country, but vary within a country itself for different commodities. The outlines

given here apply mainly to shipments by freight. The procedures for shipments by parcel post and air cargo usually differ in some respects, and in most countries are not quite so strict or exacting. Nevertheless, they must be precisely followed to avoid difficulty.

Documents should be prepared in time to get them into the hands of the importer before the goods reach

the port of entry. The regulations of some countries prescribe that documents must be presented to the Consul for legalization within a specified time—often before the ship sails or at least within a day or two after sailing. Failure to comply can result in severe penalties. The papers should, wherever possible, be sent to the consignee by airmail.

The International Trade Relations Branch has compiled leaflets on *Shipping Documents and Customs Regulations* for many countries. These give full details of the requirements in force and are available on request. The Branch can also supply information on any country not included in this series and is prepared to assist with any special problems that may arise. Consular officials of the importing country, the Canadian Manufacturers Association, the Canadian Exporters Association, and Boards of Trade or Chambers of

Commerce in the larger cities are also equipped to advise exporters on documentation.

Exporters frequently find it advisable to have their shipping documents prepared for them by shipping agents many of whom, through long experience and exact knowledge of the requirements, are able to perform this service efficiently. They not only fill in the forms in the language required (translating if necessary) but also present the documents to the Consul for legalization when this is called for.

Finally, the exporter should follow precisely any instructions he receives from his overseas agent or customer. Sometimes the reason for a particular instruction may not be clear and the exporter may be tempted to ignore it because of the added burden. Such short cuts, however, may be dangerous and should be avoided at all costs.

Current Payment Terms in Cuba

Credit terms lengthened in 1955 in highly competitive Cuban market; some European shippers approaching prewar accommodation. But price is still the chief factor in sales.

G. A. BROWNE, *Commercial Secretary, Havana.*

THE CUBAN IMPORT MARKET in the first quarter of 1956 has been as active and prosperous as at any time since the readjustment from the 1952 boom. This fact is borne out by the available business indices. Through 1955, the best year since '52, there was a measurable increase in wage payments, commercial bank clearings were up over the previous year, automobile registrations, electricity consumption, imports, and retail sales generally improved over 1954 levels.

Entering 1956 with optimism—and a wary eye on the outlook for world sugar and her international balance-of-payments position—Cuba's market has been the target for increased sales efforts from both sides of the Atlantic. Western European exporters particularly are competing strongly for the Cuban free dollar.

In these circumstances, Cuba is a buyers' market and price the ruling consideration. In a recent straw poll of Cuban importers and manufacturers' agents, the majority preferred a low price with discounts for cash

to the same or higher price without cash discounts but with extended terms.

Terms of Payment Lengthening

Answering a straw poll and honouring a draft are not, however, quite the same thing; statistics show unquestionably that terms of payment in general have lengthened somewhat since 1954. The following analysis of Federal Reserve Bank of New York monthly credit reports on Cuba for U.S. exporters—who supply three-quarters of the market—indicates this clearly.

European shippers too—notably Germany, France, and Italy—are reported as offering more extended terms on certain lines. That 90 to 120 days is common (with due regard to importers' ratings) indicates that the Cuban market is not only a "hard sell" one but also that European prices and services may still not be wholly competitive with those of long-established U.S. suppliers who benefit from the preferential tariff.

Cuban Draft Indebtedness to U.S. Exporters

COLLECTIONS PAID*

(Percentage of total number of items paid)

	Schedule of prompt payments	Total number of items	Prompt	Up to 30 days slow	31 to 90 days slow	Over 90 days slow	Total amount \$000's	Collections [†] outstanding \$000's	Confirmed Letters of Credit outstanding \$000's
January 1954	3 weeks	1,929	81.7	12.5	3.9	1.9	2,305	5,375	6,774
1st Quarter average	3 "	1,914	81.4	11.5	4.3	2.6	2,489	5,426	5,531
2nd " "	3 "	1,973	77.5	14.6	4.5	3.3	2,570	6,367	6,808
3rd " "	3 "	2,039	76.3	15.2	5.6	2.8	2,876	6,253	10,458
4th " "	3 "	2,078	78.1	13.3	6.1	2.5	2,676	6,942	8,508
Average 1954	3 "	2,001	78.3	13.6	5.1	2.8	2,653	6,247	7,826
January 1955	3 "	2,090	74.6	13.5	8.4	3.5	2,893	6,839	6,383
1st Quarter average	3 "	2,073	76.2	14.1	6.7	3.0	2,971	6,927	6,483
2nd " "	3 "	2,098	75.3	14.8	6.1	3.7	3,137	7,809	7,342
3rd " "	3 "	2,014	71.7	14.6	8.6	5.1	2,759	7,121	10,224
4th " "	3 "	2,120	72.8	14.5	8.0	4.7	2,909	7,831	8,328
Average 1955	3 "	2,076	74.0	14.5	7.3	4.1	2,944	7,422	8,344
January 1956	3 "	2,294	69.2	16.1	9.2	5.5	3,164	8,257	8,058

* "Collections paid" are sight and time drafts for which payment has been received in the United States during the month by reporting banks.

† "Collections outstanding" are sight and time drafts forwarded from the United States for which payment had not yet been received in the United States at the month end. Time drafts are reported as "outstanding" by banks throughout the period during which they are (1) forwarded for acceptance, (2) awaiting maturity, and (3) undergoing collection after having matured. "Collections outstanding" represent a normal "float" of drafts not yet due as well as overdue items. Accordingly, an increase in "collections outstanding" does not necessarily imply a slowing down in the promptness of payment but may be attributable to a rise in new drafts forwarded or to a lengthening of credit terms.

Source: Federal Reserve Bank of New York's Monthly Survey of 14 U.S. Banks.

European Competition Keen

Among European offerings which can still command cash or prompt payment are cement and steel, in strong demand for the booming private and public construction program. Provisions and beverages remain on cash or short-term settlement. On other lines longer terms are offered. European hardware generally and wire and cable are quoting 30-60 days sight, with some German lines offering 60-90 days and up to 120 days from date of invoice. Paper and paper products and transparent cellulose film from France are being paid for in equal instalments over 180 days; the competition in the paper market is further highlighted by U.S. offers at 60 to 120 days.

Switzerland and Benelux shippers join the French-German-Italian hunt for the Cuban pharmaceutical manufacturer's dollar, with terms from three to eight months. While some European plywoods are quoted sight draft d.o.p., some U.S. plywoods are being shipped on open account to old Cuban customers. German machinery is being shipped at 120 days; on heavy items 180 to 360 days is not uncommon.

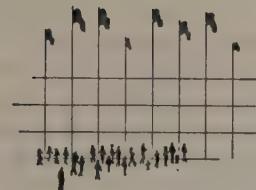
European watches, opticians' and jewellers' supplies are offered on sight draft up to 180 days with, of course, the usual regard to credit status.

All the foregoing relates to commercial imports. In sales of capital equipment to government or new industries with government or state-agency support, special payment terms apply; instances of terms of one to five years, suitably secured, are known.

There is no evidence, however, that established importers are locally pinched for credit, although the currently tight commercial bank credit situation may affect some new firms.

It will be some months before detailed import statistics become available to show whether or not the extended terms of European shippers have actually resulted in increased sales. In the meantime it should be remembered that—quality being equal—the experienced Cuban importer will usually take the low price and prompt settlement.

A windmill near Zwolle in the Netherlands is now producing electricity as a by-product to increase its earning capacity. If this new venture proves successful, Holland's other 1,200 windmills may also be equipped with generators and thus prevented from disappearing from the landscape. So far it has been impossible to work the windmills without loss.



fairs and exhibitions

Invitation to Sample Industry

JUST OPENED in Milan is the 34th Milan Samples Fair, at which visitors will find displays of goods divided into 90 main sections. These include machinery for agriculture, food processing and storage, and food and beverages; agricultural and industrial chemicals and machinery for these industries; road and house-building machinery and materials; metal products, machine tools, machinery and plant for various industries; electronics; aircraft, motor cars, motorcycles, and bicycles; boats and camping equipment; furniture and furnishings; textiles, clothing, furs and leather; tourism; toys and handicrafts; jewellery; musical instruments; perfume and cosmetics. The fair continues until April 27th.

Businessmen planning to visit the Milan Fair should obtain a visitor's card which entitles them to certain privileges: a free passport visa for Italy, if required; travel reductions in Italy and, from some companies, on foreign transport lines; ten free entries to the fair; a buyer's badge; interpreter's services (maximum two hours); a pocket guide and a series of picture postcards of the fair; all services of the Foreigners' Club, and other facilities. Business visitors are advised to see the fair on weekdays because of the crowds on weekends and holidays. The two final days, April 26 and 27, are reserved exclusively for foreign visitors and businessmen specially invited by the exhibitors.

Visitors' cards and further information about the fair can be obtained from the Commercial Attaché, Embassy of Italy, 136 Queen Street, Ottawa, or the Italian Trade Commissioner, Suite 403, 34 King Street East, Toronto.

Light Metals Convention

EXPERTS from Canada, the United States and Europe will lecture during the Third International Light Metals Convention to be held from June 7 to 9 at the Montanistische Hochschule in Leoben, Austria. Their subjects will include: light metals in the national and world economy, metallurgy of the light metals (Al, Mg, Ti), technology of light metals, metallography and physics of the light metals, and development of the light metals. Information may be obtained from the

Committee of the Third International Light Metals Convention, Leoben/Stmk., Austria, Montanistische Hochschule, Institut fuer Metallkunde.

Canadian Dairy Products Score at Scottish Show

CANADIAN CHEESE AND BUTTER EXHIBITS won nine prizes at the Scottish Dairy Show which opened in Glasgow on February 11. For the first time since it was awarded five years ago, the Lovell and Christmas Trophy for the best exhibit of cheddar cheese in the show went to an exhibitor from outside Scotland—Harold Montgomery of Monkland, Ontario. His exhibit was also reserve for the McLelland Perpetual Challenge Cup Trophy awarded to the best exhibit of cheese in the show. The cup was won this year by a Dunlop exhibit of the Scottish Milk Marketing Board.

Other Canadian cheese winners in the overseas section were: second prize, Grandview Cheese Factory; third, L. E. Adair, Elma and Mornington Cheese Factory;



For the last few weeks, hardware and housewares have, for the first time, provided the displays in the Canadian Showroom at Rockefeller Centre, New York. The picture shows a part of the exhibit, which included 40 products made by 27 different companies, and ranged from cutlery to woodworking tools.

fourth, Max Frehner, Evelyn Cheese Factory, and fifth, T. S. Aicken, Blanshard and Missouri Cheese Factory.

In the butter classes, the entry from the Northern Alberta Dairy Pool Ltd., Barrhead, won first prize for unsalted butter and an exhibit from the Woodland Dairy of Calmar came fifth. In the salted class, the Northern Alberta Dairy Pool Ltd., Edmonton, was awarded third place and the Northern Alberta Dairy Pool Ltd., Wetaskiwin, fifth place. The winner in this class, and also of the Andrew Clement Trophy, was an exhibit from Australia.

Toy Fair in New York

WHAT LOOKED LIKE FUN to the mere spectator was serious business for the throng of men and women who examined and tested every conceivable kind of toy at the 53rd American Toy Fair which ran for ten days last month in New York. Thousands of buyers guessed which of the more than 100,000 playthings on display would prove most popular with children in the coming months. Exhibitors were optimistic about sales this year, basing their opinion on the unusually heavy pre-show attendance and buying (many buyers arrived in town ahead of time and shopped at private showrooms), and the fact that sales at the show were well above last year's—first-day sales ran 10-15 per cent ahead.

Among the new lines shown were three-dimensional board games—instead of flat surfaces, balls are rolled on inclines and pieces are moved up hills and down valleys. Other attention-getters were a leather saddle chair from which the young TV addict can watch his favourite cowboy show, a handwriting analysis set, and farm equipment machines that can be ridden and operated. Manufacturers report that packaging has taken on new importance now that self-service stores are carrying toys.

Sports Show in Chicago

CANADIAN MANUFACTURERS OF SPORTS EQUIPMENT might profit from a visit to the National Sporting Goods Association Show held annually in the United States. This year the fair ran from February 5-9 in Chicago and occupied the first ten floors of the Morrison Convention Hotel. The Association also holds supplementary annual shows in New York and Los Angeles.

Some Canadian sporting goods were shown at the fair this year—outdoor clothing, camping equipment and ice skates—and Canadian exhibitors are warmly welcomed. Applications from Canadians interested in

entering the 1957 National Sporting Goods Association Show will not be accepted until April 15, 1956, because previous exhibitors are given up to that date to reserve their old locations. Exhibitors must first become associate members of the Association (annual dues, US\$50). Exhibit space costs from \$175 to \$600 and consists of a small hotel room, a suite, or (for fishing and hunting equipment) exhibit booths on the first floor of the hotel. For details about entering this show write to Mr. G. Marvin Shutt, Secretary, National Sporting Goods Association, 716 North Rush Street, Chicago, Illinois.

Business at this year's show was good; exhibitor and buyer attendance was up (504 and 9,196, respectively), possibly because the show was timed to coincide with the Chicago National Boat Show (February 3-12) and the Annual International Sports and Outdoor Show (February 17-26). One manufacturer with a wide range of products likes the Association's show because it gives him an opportunity to display all of them to dealers at one time. Salesmen can't possibly carry the complete range and catalogues cannot do the same selling job. Another producer has a nation-wide sales organization for wholesalers or jobbers and retailers, who use the show to sell discontinued lines at a discount.

—R. F. RENWICK,
Consul and Trade Commissioner, Chicago.

Israeli Products on Parade

ISRAELI'S LARGEST EXHIBITION of local products will be held in Haifa from April 24 to May 13 with over 800 firms taking part. Intended to illustrate Israel's industrial progress and future development possibilities, and to encourage trade and the exchange of ideas between manufacturers and consumers, the fair is expected to attract many business visitors from abroad.

Fairs in Europe

8th International Liege Fair, Liege, Belgium, April 28-May 13. For information: M. George R. Pootmans, 965 Sun Life Building, Montreal 2.

International Trade Fair, Poznan, Poland, June 17-July 1. For information: Commercial Attaché, Polish Legation, 362 First Avenue, Ottawa.

11th International Fair of Ghent, Ghent, Belgium, September 8-23. For information: Mlle. Ida Wautier, Representant au Canada de la Chambre de Commerce Britannique en Belgique, 427 Walmer Road, Toronto.

Colombia's Coffee Crop

The attractive señorita helping to harvest part of Colombia's all-important coffee crop has reason to look happy. Colombian mild coffees are bringing good prices and supplies are sufficient to meet North American demand.

ALFRED SAVARD, *Commercial Secretary, Bogotá.*

COLOMBIA ranks next to Brazil as the largest coffee producer in the Americas and it grows more mellow (mild) coffees than any other country in the world. The mountainous terrain—it is crossed by three ranges of the Andes reaching 17,000 to 18,000 feet in some places—handicaps the economy in some ways but makes it ideal for coffee culture. Best growing conditions are found at between 4,000 to 6,000 feet; there the tropical shade growth and the temperate climate combine to produce the famous Medellin and Manizales types of coffee.

Crops and Markets

Although there are some large individual coffee plantations in Colombia, none approaches the size of those in Brazil. The bulk of the coffee is grown by small landholders and their families; coffee is a cash crop for one-sixth of Colombia's population.

Two crops are harvested: the early crop flowers at the beginning of March and is picked in April, May and June; the late crop comes in September, October and November. Smaller quantities are harvested between seasons. Normal yield of the two main



harvests averages over 2.5 million bags of 60 kilos (132 lb.) each; the between season production reaches about 700 thousand bags. Current normal output thus totals nearly six million 60-kilo bags.

Before the war, most of Colombia's coffee was marketed in Europe but today 83 per cent of its shipments go to Canada and the United States. In 1954 Canada bought 247,723 sixty-kilo bags valued at \$23.5 million and Colombia ranked as our leading coffee supplier. This year, Canada will again be one of Colombia's principal markets. Latest figures indicate that our imports of coffee from Colombia will be worth over \$20 million; this will mean a close race with Brazil for the first place in Canada's coffee trade.

Outlook Is Good

The 1955 late crop (September, October, November) was slightly below normal and it is expected that the 1956 early crop (April, May, June) may also be down slightly. The most competent coffee authorities in Colombia are confident in stating that sufficient coffee is and will be available to meet all normal requirements of the North American market. •



—USDA Photo

This worker is taking a sample from a 500 lb. bale of U.S.-grown cotton stored in a warehouse. Last year the United States produced over 416 pounds of cotton per acre seeded, compared with only about 297 pounds per acre in 1950-53.

FOR MORE THAN ONE HUNDRED YEARS cotton has had a dominant influence on the economy of the southern United States and has contributed materially to shaping its course.

Although today industry and other types of agricultural production are increasing in the South, cotton is still the most important single crop. Approximately 10 per cent of the total agricultural income of the United States in the past few years has been derived from cotton production and close to 31 per cent of all farm people, or almost one-third of the population of the South, live on some 1½ million farms in the cotton belt.

Yields per Acre Rising

During the last century cotton production has been moving westward towards the irrigated areas of California, Texas, Oklahoma and the Mississippi Delta. Acreage increased from about 7½ million acres in 1866 to a peak of about 46 million in 1925, then declined to 27 million in 1952 and to some 17 million in 1954 and 1955. Cotton growers agreed to this reduction of about ten million acres in return for government price support.

Although acreage has been cut substantially the yields per acre have risen sharply, especially in recent years. In 1866 the average yield per acre was about 121 pounds. But it rose steadily until from 1950 to 1953

RAW COTTON

D. H. BURNS,

Assistant Agricultural Secretary, Washington.

it averaged 297 pounds, or nearly double the 1920-24 average. Radical increases occurred in 1954 when the yield was 341 pounds per acre; in 1955 the all-time high yield of 416 pounds was reached. As a result of these higher yields, production in 1955 totalled about 14½ million bales, 7 per cent above the 1954 crop and 13 per cent above the 1944-53 average.

These increased yields are the result of many factors. Government policies on acreage controls have led farmers to select the best land for their cotton. The use of fertilizer has increased in terms of both the proportion of cotton acreage fertilized and higher rates of application per fertilized acre. Improved varieties of cotton, better insect control and improved cultural practices also have played a part.

Types Produced

Although cotton is produced in some 21 states, the largest producers are Texas, Mississippi, California, and Arkansas; these four account for more than half of all the cotton grown in the United States. Many varieties of cotton are planted but nearly two-thirds of the acreage in 1955 was devoted to three only—Deltapine, Acala and Coker.

Cotton standards have 24 grades depending upon the colour, staple length, strength and foreign matter, with five main categories according to colour—white, spotted, tinged, yellow stained, and gray. Within these categories are various grades ranging from good middling down to good ordinary.

Raw cotton is put up in bales weighing approximately 500 pounds; linters are packaged in bales of 600 pounds. Linters are the short remnants of cotton clinging to the seed after the ginning process which separates the cotton fibre from the seed.

The linters, seeds and seed hulls are used to good advantage—linters in felting and for chemical purposes and the seed (if not replanted) goes to be crushed for oil and for feed. Hulls are used for feed and chemicals.

AND THE U.S. FARMER

Though acreage planted to cotton has decreased in last three years, yields per acre and total crop are rising. Government trying acreage allotments and marketing quotas to keep down surplus to manageable levels.

Traditionally the United States has been a major exporter of cotton. Before World War II an average of about six million bales was exported but since the war the amount of cotton sent abroad has decreased. Only $3\frac{1}{2}$ million bales were exported in 1955 and exports in 1956 are not expected to exceed $2\frac{1}{2}$ million.

U.S. Cotton in International Trade

Nearly all foreign cotton-producing countries have increased production in the last ten years for domestic use and for export. The maintenance of cotton prices in the United States at relatively attractive levels has provided a further inducement. Although world consumption of cotton has risen, world production has increased faster and has exceeded consumption every year since 1951. One of the factors which has prevented a more rapid increase in the use of cotton has been the rise in consumption of man-made fibres or synthetics, particularly since 1950. In 1940 about 81 per cent of the total fibre used in the United States was cotton, compared with about 10 per cent for rayon and other synthetics. In 1954 cotton totalled only 69 per cent of the fibres used and rayon and other synthetics had risen to 25 per cent, a trend which seems likely to continue at an accelerated rate.

Domestic consumption of cotton in 1955 accounted for approximately nine million bales, about the same average level of consumption as in 1947-53. A small amount of cotton is imported under quota.

Price Support Program

Cotton has been under some form of price support program since 1953 but from 1949 to 1955 the price under which it has been supported has been established at 90 per cent of parity. Parity is roughly the price which would enable a farmer to purchase products with a bale of cotton equivalent to what he could purchase during the period 1909-14. Beginning with the 1956 crop, the Secretary of Agriculture has authority to place price supports anywhere between 75 and 90

per cent of parity, according to the amount of cotton in supply. At the beginning of each calendar year the United States Department of Agriculture announces the minimum price at which cotton will be supported, followed by a later declaration of premiums and discounts for certain grades. On the first of August the final support price is announced, based on the parity figure of July. For 1955 the support price for the average grade of cotton was about 33 cents a pound.

Linters and cottonseed oil are subject to what is termed an end-products purchase program, whereby the processors are guaranteed a set price provided they have paid prices to producers equal to the cottonseed support price. Cottonseed, supported in 1955 at \$46 a ton on the farm, will be supported at \$48 a ton in 1956.

AVERAGE ACREAGE, PRODUCTION, YIELD, CONSUMPTION AND EXPORTS OF COTTON IN THE UNITED STATES

Period	Acreage '000 acres	Production '000 bales	Yield lb./acre	Domestic	
				Consumption '000 bales	Exports '000 bales
1925-29 ..	42,600	15,268	171	6,736	8,251
1935-39 ..	27,788	13,149	226	6,938	5,300
1945-49 ..	21,259	12,104	270	9,038	3,917
1954	19,251	13,696	341	8,576	3,761
1955	16,882	14,663	416	8,841	3,447

Acreage Allotments

Receipt of the price support for cotton is contingent upon the growers' compliance with acreage allotments, by which the Government endeavours to prevent the accumulation of surpluses and thus encourage a better balance between supply and demand at the domestic price support levels.

Before 1938 farmers had individual acreage reduction contracts but with the passing of the Agricultural Adjustment Act in 1938, acreage allotments and marketing quotas were established subject to the approval of cotton farmers by an annual referendum.

Before October 15 each year, the Secretary of Agriculture must proclaim the acreage allotments and marketing quotas for the next year whenever the total supply exceeds the normal supply. For the 1956 crop of cotton, 93 per cent (or 271,887) of the cotton growers have approved a marketing quota of ten million bales and a national acreage allotment of 17,437,000 acres.

If less than two-thirds of the voting producers approve marketing quotas, price supports fall to 50 per cent

of parity. Any grower who exceeds his individual farm acreage allotment suffers a penalty equal to 50 per cent of the parity price on his excess production.

In spite of these measures to reduce production, however, the increased harvests of cotton, coupled with the decreased exports, resulted in an accumulation of cotton stocks in the hands of the Government at the end of the year of almost eight million bales, valued at close to \$1½ billion.

The Onion Market in Chicago

Though the United States is not a good outlet for Canadian-grown onions, activities in Chicago market influence onion prices throughout North America. Opportunities for special packs of Canadian Yellow Globe Jumbos, however, are now developing.

DAVID M. W. HUMMEL, *Office of the Consulate General, Chicago.*

CHICAGO is the nerve centre of the onion trade in North America; in 1955, for example, some 5,809 cars of onions were received at Chicago, and 3,070 of them were unloaded. These substantial Chicago receipts do not constitute a major portion of the onions grown in North America, but it is safe to say that the Chicago cash and futures markets in onions have a prevailing influence on onion prices throughout both the United States and Canada.

Techniques of Trading

Price influence is probably the aspect of the Chicago market of most significance to Canadians. For, although onions are produced in Ontario at very attractive prices, a United States tariff of 1.75 cents per pound keeps all but a very few Canadian onions out of this country. Indeed, the efficiency of the Ontario farms is demonstrated beyond question every time a carload of onions moves into the United States over the tariff.

CANADIAN EXPORTS OF ONIONS TO THE U.S.

	1954	1953	1952
Bushels	288	15,589	5,877
Dollars	624	41,625	12,512

Onions come to the Chicago market in three main ways. Producers may consign to Chicago brokers for sale on the carlot or jobbing markets (see *Foreign Trade* of January 21, 1956); onion dealers may have regular suppliers from whom they are accustomed to buy onions at current market prices, or large carlot dealers and jobbers may send buyers into the growing areas to see and deal at the farmers' level. In proportion to the number of cars of onions traded annually on the Chicago futures board, very few onions actually come to market as a result of contracts entered into through the Chicago Mercantile Exchange to deliver and to take delivery. In the 1954-55 crop year, out of 172,582 cars traded only 2,134 were actually delivered. Most of these contracts are purely for hedging and speculative purposes and are closed out by opposite transactions before the agreed delivery dates arrive.

Buyers for large retail grocery chains purchase direct from producers an ever-increasing proportion of onions and other produce. These buyers arrive in producing areas at harvest time and contract with growers or their agents for large quantities of fruits and vegetables. For this reason, the proportion of total produce moving

United States Onion Production and Trade

Year	Acreage for harvest	Yield per acre	Pro- duction	Average price per sack	Farm value of total production	Exports	Domestic Imports
1939		50-lb. sacks	1,000	dollars	1,000	1,000	1,000
1952	135,820	270	36,622	0.45	16,209	50-lb. sacks	50-lb. sacks
1953	116,800	341	39,804	2.31	91,979	1,037	97
1954	132,070	374	49,425	.79	36,611	1,880	655
1955	116,500	374	43,602	1.07	46,532	2,299	702
	113,940	357	40,695	1.31	53,507	2,765	298
						3,060	384

through traditional channels of the trade declines year by year.

Types and Markets

The Medium Yellow Globe is the most important onion, to judge by volume, grown and consumed in the United States. The northern crop is planted in early spring and comes to market starting in October. Producing states are Illinois, Indiana, Iowa, Massachusetts, Michigan, Minnesota, New York, Ohio and Wisconsin.

The southern crop, grown in Arizona, southern California, Georgia, and Texas, is planted in late summer and comes to market in early spring, usually just as the northern crop is petering out.

Onions from northern California, Colorado, Idaho, Oregon, Utah and Washington are marketed at about the same season as Medium Yellows, but are generally milder in flavour and larger in size. Important varieties from these western states are Yellow Sweet Spanish, White Globe and Yellow Danver. Onions of the southern crop are the most mild and are chiefly of the Bermuda and Babosa varieties.

The larger, milder onions from the northwest and south are popular with restaurants and hotel operators, who use large raw onion rings in salads and hamburgers. Many processors prefer the stronger onions of the northern crop and favour the larger sizes because of economy of handling and low wastage. The volume Medium Yellow Globe is most popular as a cooking onion with the domestic consumer and with some processors.

Exports and Imports

Onion-raising acreage has for some years shown a checkered pattern of expansion and contraction. Yields per acre vary moderately from season to season and average price per 50-pound sack sometimes fluctuates considerably from year to year. Imports, coming largely from Mexico and Italy, play a minor part in the United States onion supply; exports, particularly to Canada and Cuba, are substantial.

A strong trend towards three-pound packs of onions in transparent film packages is developing. Based on December 1955 Chicago prices, Medium Yellow Globes in this popular chain and grocery store pack commanded a premium of $3\frac{1}{2}$ to 4 cents per pound over similar onions in 50-pound sacks. Because larger onions have proved popular with hotels and restaurants and many processors, carlots of Yellow Globe Jumbos, three inches and larger, are a specialty pack and often command a price premium of $\frac{1}{2}$ to $\frac{1}{4}$ of a cent per pound over the more common Yellow Globe, 65-75 per cent, two inches.

Sales Possibilities

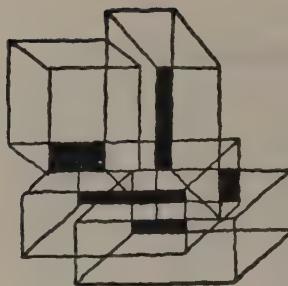
Because of the high tariff and considerable price fluctuations, the United States cannot be considered a good potential market for Canadian Yellow Globe Mediums. Occasionally all circumstances of supply, demand and price make it profitable for United States dealers to buy a few cars of Canadian onions, but such sales will probably continue to be sporadic. There may be some possibility of selling specially packed cars, such as cars of Yellow Globe Jumbos. Canadian dealers might do well to examine the United States market from that point of view, particularly if their domestic and other export markets do not demand sizes or varieties which frequently sell in the United States at a premium price. Ontario growers should certainly investigate the possibility of putting up three-pound transparent film pack onions for the Chicago market.

Tours of Territory

L. S. GLASS, Commercial Counsellor in Wellington, New Zealand, will make a five-day business visit to Auckland, from May 30 to June 4.

W. R. VAN, Commercial Secretary in Rome, Italy, will begin on April 30 a ten-day tour of Milan, Como, Turin and Alessandria.

Businessmen who would like these officers to undertake assignments should get in touch with them at their posts as soon as possible.



commodity notes

Chile

COPPER—Copper production by the large mining group in 1955, according to press reports, totalled 391,200 tons made up of 126,300 tons of electrolytic, 113,100 tons of fire-refined, and 151,800 tons of blister. Strikes caused a production loss of 24,456 tons. Output for 1956 is expected to reach 430 thousand tons, and even 470 thousand tons if there are no labour problems.

According to local press reports, the Cerro de Pasco Corporation, Lima, Peru (head office in New York) has obtained a two-year option for purchase of the "Rio Blanco" copper mine in the Andes Mountains between Farellones and Portillo, at an altitude of 3,400 metres—Santiago, March 10.

Cuba

MINERALS—Cuban mineral exports in 1955, according to a Ministry of Agriculture report, totalled nearly 500 thousand tons, consisting of 264,059 tons of manganese, 18,785 tons of iron, 106,485 tons of pyrites, 34,505 tons of chrome, 16,567 tons of nickel, and 43,663 tons of copper. All these tonnages were of crude ores or concentrates—Havana, March 14.

TOBACCO, CIGARS, CIGARETTES—Cuban exports of leaf tobacco and cigars reached a value of \$44.5 million in 1955, a 7 per cent increase over 1954's figure of \$41.5 million. Cigar shipments in 1955 increased by 27 per cent, but exports of Cuban cigarettes showed a larger relative rise. The values of leaf tobacco, cigar and cigarette exports, respectively, in 1955 were \$35.8 million, \$8.6 million, and \$98,000—Havana, March 14.

Egypt

CALCIUM NITRATE—The Egyptian Government has accepted the offer of a group of German and French companies to produce calcium nitrate containing 20.5 per cent azote from electricity, water and air. Initial capital amounts to £E8 million and is expected to be increased to £E22 million; the Government will contribute. The plant will be operating by the end of 1959, and production will increase gradually until it reaches its full annual capacity of 370 thousand tons at the end of 1960.

The electric energy required is estimated at 1,350 kwh. a year and will be supplied from the Aswan Dam generating units. During the months when the electric energy of the Aswan Dam is low, the plant will be supplied by the High Dam. Value of annual production, based on current prices, would be about £E8 million. The project will enable Egypt to reduce substantially its imports of azotic fertilizers, now estimated at £E13 million a year—Cairo, March 6.

Federation of Rhodesia and Nyasaland

ASBESTOS—Asbestos has become the number one mineral of Southern Rhodesia—1955 production topping 105 thousand tons worth \$19 million, the highest figure on record. It thus regained its lead over gold which last year was worth \$17.8 million. On the basis of these production figures, Southern Rhodesia is the third largest world producer; Canada is first, South Africa second. However, from the point of view of quality these positions are reversed because in 1954 Rhodesian asbestos averaged \$181 a ton, South African \$121, and Canadian \$90. A big expansion program is under way with new mines being opened; some Canadian capital is represented—Salisbury, March 16.

Finland

WOOD PULP—Finnish exports of mechanical pulp in 1955 reached 182,841 metric tons, some 10,000 tons less than in 1954. Leading buyers were the United Kingdom 90,158 tons, France 31,403, United States, 19,551, Argentina 13,123 and the Netherlands 5,512 tons. Production of mechanical pulp in 1955 amounted to 919,238 tons dry weight.

Chemical pulp exports last year totalled 1,128,841 tons, of which sulphite pulp accounted for 682,016 tons and sulphate 446,790 tons. Compared with 1954 the rise in total exports was approximately 173 thousand tons, distributed evenly over all qualities. Principal buyers of chemical pulp were: the United Kingdom 388,941 tons, France 126,987, the United States 117,405, Western Germany 80,903, Brazil 77,733, Argentina 57,429, and Poland 46,747. Total

production of chemical pulp reached a new peak of 1,826,000 tons, an increase of about 250 thousand tons over the previous record in 1954—Stockholm, March 14.

Greece

TOBACCO—The 1955 tobacco crop is estimated at 85,000 metric tons, a 20 per cent increase over 1954. Credit facilities are granted to farmers to help hold their crop until sales develop, and also to tobacco merchants to speed up purchases. Tobacco is the second largest Greek export in tonnage, coming next to currants, and its most valuable foreign exchange earner. Prices have continued firm during the last three years, and European demand, (both west and east) has steadily increased. Exports in 1954 totalled 52,000 tons; principal buyers were Germany (17,000 tons), France (5,000 tons), the United States (6,500 tons), Italy (4,300 tons), and the USSR (3,726 tons)—Athens, March 12.

Israel

COTTON—Following successful trial plantings two years ago, Israel's first large-scale commercial cotton crop of 6,500 tons has been harvested. It is estimated that this season's crop will cover about 40 per cent of the country's cotton needs and save \$2 million in foreign exchange. In addition, cotton seeds from the crop will save a further substantial sum in oilseed imports. Quality of the fibre has been found above average in tests made in Lancashire, and maximum yields per acre of 2,640 lb. are said to be outstanding. Next season it is hoped to plant 12,500 acres (5,500 for the present crop), which should produce up to 15,000 tons of raw cotton, sufficient to meet about 85 per cent of the country's needs. The three cotton ginning plants now operating in Israel should be able to absorb all the cotton expected from next season's harvest. Foreign currency savings from the 1956 cotton crop, it is hoped, will exceed \$5 million—Athens, March 12.

Jamaica

BUTTONS—The Jamaican Government has granted a New York company concessions to set up a button plant here. The plant, which has not yet been built, will produce leather sports buttons. This firm is said to control 85 per cent of the leather button trade in the United States. At present the company plans to export only to the U.S. and, probably, to Canada. Later, it will build two other plants to produce casein and other kinds of buttons, also for export. The organization is reported to have large manufacturing interests in Puerto Rico. On September 10, 1955, the

United States reduced import duties on buttons from 45 per cent to 25 per cent ad valorem. The company is, of course, entitled under its concession to sell in the small Jamaican market, which in 1954 (the latest figures available) imported a total of £28,673 (c.i.f.) worth of buttons, mainly from Britain—Kingston, March 19.

Japan

SOAP—Japanese soap production in 1955 reached a new high of 278 thousand tons, 17 per cent above 1954 output; previous high was 265 thousand tons in 1939. Packaged soap powder gained in popularity and production increased by 47 per cent to 33,437 tons, compared with 22,746 tons in 1954—Tokyo, March 20.

Kenya

CORTISONE FROM SISAL—Hecogenin, the source of the raw material for cortisone, is now being successfully produced from sisal waste in a pilot plant at Ruiru near Nairobi. This culminates four years of research, initially started by the British Medical Association and now incorporated within the large-scale research program undertaken by a London company, three of whose scientists are now working in Kenya—Salisbury, March 16.

Norway

KNITTING NEEDLES—Norwegian production of knitting needles has increased in recent years and one factory, the largest of its kind in Scandinavia, now produces some ten million needles a year. Types made at this factory are nickelized steel, light metal in colours, and nylon needles which have been well received. Bulk of the production is of the light metal type. Currently, Norway exports knitting needles to Canada, Denmark and Iceland—Oslo, March 14.

South Africa

ANGORA HAIR—Production of angora hair in the Union has increased steadily in the postwar years. Production in the 1945-46 season of 4.6 million lb. had almost doubled by the 1954-55 season when it reached approximately 8.5 million lb.—Cape Town, March 16.

PINEAPPLES—With the introduction of pineapple growing in Zululand, Natal, a group of 47 growers have combined to build a cannery to assure a market for their products. Constructed at a cost of £150 thousand, it will have an initial capacity of 45 tons of Queen pineapples a day, and eventually of 200 tons of Queens and 100 tons of Cayennes. South

Africa is the largest producer of pineapples in the Commonwealth. In 1954, 833 thousand cases of canned pineapples were produced—Cape Town, March 16.

RAYON PULP—A rayon pulp plant has recently been opened in Natal to use the plentiful supplies of timber. Over 600 people will be employed and the entire production, which is expected to amount to about £3 million a year, will be exported, providing a new source of foreign exchange—Cape Town, March 16.

Sweden

STEEL—After considerable research, a Swedish company has succeeded in producing a new type of steel, known as Colduct, which is welding-proof and because of its hardness can withstand very low temperatures without becoming brittle. This new steel will simplify machine construction because welding can be done on a considerably larger scale. Colduct can also be used in the mass production of small parts by cold pressing—Stockholm, March 15.

Turkey

OIL—Turkey's output of crude oil in 1954 totalled 413 thousand barrels, an increase of 130 per cent over the 1953 figure. Ten wells are being operated in the Raman Dag area, but the oil discovered at Garzan is not yet being worked; explorations are continuing at Hocali. The 1955 output, for which complete figures are not yet available, is expected to be three or four times that of 1954 and about fifteen times that of 1953. The new oil law of 1954 can be considered partly responsible for stimulating this favourable development—Athens, March 12.

United Kingdom

TRANSISTOR RADIO RECEIVERS—A British firm has begun production of the first United Kingdom radio receiver with transistors in place of tubes. The new set—to be on sale at the end of March—is a portable battery-operated model and will sell for 30 guineas (about \$88) inclusive of purchase tax of £8 15s. 2d. (about \$24.50)—London, March 23.

United States

FISH STICKS—The U.S. Fish and Wildlife Service has completed a survey on consumption of fish sticks in American homes. It indicates that the housewife under 25 years of age favours the fish stick most, and that the white collar worker consumes more of them than the manual worker. Only 20 per cent of families with annual incomes of less than \$2,000

purchased fish sticks; 50 per cent of families with annual incomes of \$10,000 or more were fish stick buyers. According to the survey, less than 40 per cent of American households are using fish sticks. Consumers prefer a 12-ounce package. Fish stick production in the U.S. in 1955 amounted to just over 65 million lb. compared with 50 million lb. in 1954 and 7½ million lb. in 1953. New England plants accounted for 40 million lb. of the 1955 output—Boston, March 26.

SPORTS EQUIPMENT—The U.S. golfer continues his role as the big individual spender on sports equipment, but this year he is only expected to invest \$80 million in golf clubs and supplies, compared with fishermen and hunters (the largest sporting group in the U.S.) who will probably spend \$350 million on equipment in 1956. The billion dollar U.S. sports industry includes about 800 manufacturers producing 90 million pieces of fishing tackle, 35 million golf balls, five million baseball bats, and over 1½ million baseball, football and basketball suits—Chicago, March 23.

West Germany

CHEMICALS—It is reported from Frankfurt that in 1955 West German exports of chemicals rose by only 15 per cent, compared with 1954 when the rate of increase over 1953 was 28 per cent. According to preliminary estimates of the Association of the German Chemical Industry, 1955 chemical exports reached a value of DM3·4 billion, or roughly 24 per cent of the total output of the industry. Chemical exports accounted for 13·3 per cent of total West German exports in 1955; prewar the chemical industry's share in total exports amounted to 17-18 per cent.

On the other hand, chemical imports (including crude phosphates) in 1955 increased by 25 per cent over 1954 to DM1·21 billion, according to the Association. Imports of chemicals accounted for nearly 36 per cent of chemical exports and almost 5 per cent of West Germany's total imports in 1955. The increase took place in almost all sectors of the industry and was particularly significant in industrial chemicals, imports of which rose by 54 per cent to DM187 million compared with 1954. Imports of chemical fibres and pharmaceuticals, worth DM118 million and DM66·7 million, respectively, were also considerably higher than in 1954—Bonn, March 15.

MINERAL OIL—West German production of mineral oil in 1955 exceeded three million tons for the first time. Production totalled 3·15 million tons compared with 2·66 million tons in 1954, an increase of about 18 per cent—Bonn, March 15.

AUSTRIA

the Trading Picture

Treaty restoring Austria's sovereignty, signed last year, has begun to benefit economy. Trade reached all-time high in 1955 and Canada shared in this increase. Pace of liberalization of dollar trade slowed down because of pressure on foreign exchange reserves.

W. VAN VLIET, *Commercial Secretary, Berne.*

AUSTRIA BEGAN 1956 with a sense of achievement about the year just ended. The signing of a State Treaty restoring sovereignty to the country highlighted 1955 and brought with it economic benefits which should be felt increasingly over the next few years. Industrial output expanded about 10 per cent in 1955, a lower rate than in previous years, as the economy approaches capacity production. The labour force is now virtually fully employed and effective consumer demand has tended to introduce those inflationary pressures which have characterized European economies over the past year.

Foreign trade reached an all-time high in 1955: exports increased 15 per cent over 1954 and imports 36 per cent. Despite increased competition, Austria has been successful in stepping up its sales of manufactured goods throughout the world and in maintaining its traditional position as a supplier of raw materials and semi-processed products. The rise in imports reflected the full effect of the 1954 liberalization measures, particularly on its European trading partners, plus the buoyant industrial and consumer demand. Canada shared in this trade increase: Austria's imports from Canada rose from \$3.3 million during the first nine months of 1954 to \$6.2 million in the same period of 1955.

Pressure on Exchange Reserves

The return of industrial plants to Austria under terms of the State Treaty is adding to the country's industrial base but the required compensation payments to Russia

will, in the early stages, mean a drain on foreign exchange. Loss of foreign exchange which had in the past been earned from the occupation forces, and purchases required for the formation of an Austrian army, will aggravate the pressure on the balance of payments.

A moderate increase in wages took place towards the end of 1955 and the internal pressure on prices has brought about various controls on credit. Although Austria's balance-of-payments position is generally considered sound, it seems unlikely that the country will, in the near future, take significant additional steps towards freeing commodity imports, including those from the dollar area.

Economic Effects of Treaty

The terms of this treaty, concluded in August 1955, included the return by the U.S.S.R. to Austrian jurisdiction of some 300 varied industrial enterprises, the



Ore with 32 per cent iron and 2 per cent manganese content is produced at this Austrian open-pit mine which goes deep into the earth and turns out about two million tons of ore a year.

entire oil production facilities, and the assets of the Danube Shipping Company. In turn Austria agreed to supply the Soviet with commodities in specified amounts to a total value of \$150 million, payable in six annual instalments, to deliver 10 million tons of oil at a rate of one million per year, and to pay \$2 million for the Danube Shipping Company.

The immediate gain to Austria is in oil (3.7 million tons were produced in 1955). After deducting the amount of the commitment to the U.S.S.R. and domestic consumption, Austria will have about one million tons for export. The situation with regard to the other assets is not so well defined. A proportion of the firms are in full operation with a backlog of orders but many require more capital before they can become self-sustaining. On balance, however, official sources express confidence that within a few years the increase in Austria's industrial capacity will be considerable and that the financial drain in the interval will not create any undue difficulties.

Economic Legislation Revised

A provisional text of a revised tariff was published last year and is now being studied by Parliament. It is expected to come into force later this year.

The rates of the new tariff will probably be higher than present moderate levels, particularly on highly manufactured commodities, in so far as they are not bound against increases under the General Agreement on Tariffs and Trade.

Revision of a series of laws affecting foreign trade is now practically completed. This revision does not appear to alter the present controls over imports but rather makes changes in internal administrative responsibility and control.

A "National Bank Law of 1955" has consolidated the position of the National Bank, retaining it as a legal joint stock company not open to foreign stock purchase, and apparently giving it greater independence from government control and greater influence over the money and capital market. Administratively and through legislation, the Austrian Government has taken important steps during 1955 to influence the direction of credit extension and to attract foreign investment as well as lay the foundation for a capital market within Austria to encourage investment.

Liberalization of Imports

Within the membership of the Organization for European Economic Co-operation, Austria extended its liberalization from 85 per cent to 90 per cent at the beginning of 1956. The commodities involved in the latest list are largely those which were under control because the U.S.S.R. operated the industries producing

them; they have now been returned to Austria under the State Treaty but the practical effect of this liberalization is not expected to be great.

The first phase in liberalization of imports from the dollar area took place in July 1955, when 8.5 per cent of total imports from Canada and the United States were freed from control, including a number of commodities of direct interest to Canada. This measure was reported in some detail in *Foreign Trade* of August 20, 1955.

On commodity trading account Austria experienced an appreciable deficit during 1955 compared with a balanced position in each of the two preceding years. The deficit was not fully covered by earnings from services and other sources, and foreign exchange holdings were thus reduced by approximately \$50 million; holdings at the beginning of 1956 totalled about \$350 million. There may be a further drop this year of about the same amount. Although not considered serious, this tendency is lending caution to plans for a progressive relaxation of import controls which Austria has gradually implemented over the past few years.

The increase in imports during 1955 stemmed entirely from increased volume rather than higher prices. Most of the increase was accounted for by larger purchases of raw materials but the greatest rise, proportionately, was in fully manufactured goods—a reflection of active domestic demand and the effects of liberalization, particularly on imports from OEEC countries. In 1956 it is expected that Austria will again have a deficit on trading account but a much smaller one than in 1955.

	IMPORTS			EXPORTS		
	1953	1954	1955	1953	1954	1955
Foodstuffs	2,304	2,040	2,961	144	394	187
Feeds, fertilizers	241	360	518
Raw materials	3,529	3,989	5,067	2,657	3,464	3,943
Semi-manufactures	1,241	1,794	2,291	2,610	2,818	3,240
Finished goods	2,237	3,308	5,570	3,890	4,887	5,650
Other goods	1	1	2	1	2
Total	9,552	11,492	16,408	9,303	11,564	13,022

Imports from all major trading areas showed a relatively uniform increase. Imports from the dollar area were severely cut back during 1954 to \$45.6 million for the first nine months, but rose to \$73.8 million in the same period of 1955; this includes very few finished goods. The major part of the rise was accounted for by raw materials, particularly grain. Increased imports of manufactured goods came mainly from OEEC countries, and especially from West Germany. Imports from East European countries during the first nine months of 1955 totalled \$54.8 million

compared with \$37.4 million in 1954. However, this figure represented under 9 per cent of total Austrian imports.

Trade with Canada Increases

During 1955 Austria bought more from Canada than in previous years. Grains (including about 70,000 tons of wheat) were the main purchase, followed by base metals and other raw materials. However, the range of consumer goods bought was wide even though the total amount was small. In 1956, there is reason to believe that Austrian imports from Canada will again be close to the 1955 level, particularly as grain

requirements from the dollar area will remain about the same.

The long-term future for Canadian exports to Austria continues to depend upon Austrian trade policy on removal of restrictions against trade with the dollar area, and the extent to which the country's commerce with East European countries develops. The situation up to now has been favourable from Canada's point of view. Although the number of items liberalized is not extensive, Canadian products outside this group are seen increasingly in Austria, indicating additional export possibilities in this market.

Exploring Trade with the Midwest

Eleven Midwest States offer market for many types of Canadian products and commercial officers at Canadian Consulate General in Chicago are actively investigating trading opportunities in this area.

G. A. NEWMAN, *Deputy Consul General (Commercial), Chicago.*

THE TRADE SERVICES of the Canadian Consulate General in Chicago have been expanded in recent months to open the way to active exploration of the trade possibilities in the midwestern United States. The eleven states served by this office have a total population of 34.5 million, or over twice the population of Canada and about one-fifth that of the United States. Per capita income ranges from \$1,235 in Kentucky to \$2,168 in Illinois, compared with the United States average in 1954 of \$1,790. Although the whole area is predominantly agricultural, some of the greatest concentrations of industry to be found anywhere in the United States are included in it. This is particularly true of Illinois and Indiana.

Market in Midwest

The region also includes eight of the chief trading areas of the country, with Chicago, the second largest city in the United States, in the lead. The other important ones are Minneapolis-St. Paul, Minn., Milwaukee, Wis., St. Louis and Kansas City, Mo., Indianapolis, Ind., Louisville, Ky., and Omaha, Neb. Freight times by rail from Canada are roughly as follows:

	Depart WINNIPEG 1.30 A.M. Tuesday
Arrive MINNEAPOLIS	4.20 A.M., Wednesday
" CHICAGO	1.00 A.M., Thursday
" OMAHA	4.00 P.M., Thursday
" DES MOINES	5.30 P.M., Thursday
" MILWAUKEE	1.50 A.M., Friday
" KANSAS CITY	4.00 A.M., Friday
" ST. LOUIS	6.40 A.M., Friday
" INDIANAPOLIS	5.00 A.M., Friday
" LOUISVILLE	8.00 A.M., Friday

	Depart TORONTO 8.00 P.M., Tuesday
Arrive CHICAGO	11.55 P.M., Wednesday
" MILWAUKEE	2.30 P.M., Thursday
" KANSAS CITY	7.00 P.M., Thursday
" DES MOINES	12.30 P.M., Friday
" OMAHA	11.55 P.M., Friday
" INDIANAPOLIS	3.30 A.M., Friday
" ST. LOUIS	5.05 A.M., Thursday
" LOUISVILLE	3.30 A.M., Thursday

The eleven midwest states provide a market for every type of Canadian product which can be sold competitively across the border. There is a market for everything, ranging from raw products such as ores, semi-manufactured goods like lumber, plywood and veneers,

up to the high-quality luxury products which can be sold in the stores of Chicago if they can compete.

Bulk Shipments by Rail

Recently the Commercial Section of the Consulate in Chicago conducted a survey of the Canadian products already moving by rail, in carload lots, into each of the States in the area. This revealed that wood and wood products have the widest distribution, with newsprint and lumber moving into every state. There are also widespread imports of wood pulp, wallboard, plywood, veneers, and Christmas trees.

Canadian grass and clover seeds and fresh fruits are moving into many states, and there is a more restricted movement in fresh and frozen berries, barley, cider, canned goods, fresh vegetable (rutabagas and potatoes), feeds, grain, malt, liquor, peat and peat moss.

Imports of animal and animal products are represented by non-edible animal products, livestock, blood, hair, meats, canned hams, hides and skins. Fish and fish products are coming in regularly, with Chicago the main market for fresh water fish. Other imports in this category include canned sardines, lobsters, salt herring and cod, fishmeal and fish oil.

The import of asbestos is widespread; so is fertilizer. Other products imported in the non-metallic and chemical field are salt cake, syenite, soda, zinc sulphate, barytes, carbon black, clay and cement.

Non-ferrous metals such as ores, aluminum, copper, brass and zinc are regularly imported into certain areas. In manufactured goods, as might be expected, there is a widespread import of agricultural machinery (which comes in duty-free) and twine. Other manufactured products include tractors and parts, and miscellaneous machinery.

Best Opportunities

This catalogue of imports, it must be stressed, is representative of the type of imports which are being received in carload shipments by rail from Canada. Imports by boat were dealt with in a previous article; (see "Chicago and the Seaway" in the February 18th issue); imports by truck and plane will be covered at a later date. The present review, however, includes the major bulk shipments into the Midwest. And it is in such commodities that reasonable expectations of volume trade through further trade exploration can be fostered. This does not preclude the possibility of introducing or widening the sale of a variety of other products, but the feeling is that, for most manufactured goods of lesser volume, adequate market tests can be made in Chicago, and perhaps in those markets which are closest to the Canadian border, such as Milwaukee, Minneapolis and St. Paul. Indeed the Commercial

Section of the Consulate has detailed officers to assist in just such market tests in the Chicago area.

Centres to Be Visited

In keeping with present plans, a trade officer of the Canadian Consulate General will be visiting the following centres on about the dates indicated. Any Canadian firm which wishes help in exporting to these trade centres or the areas served by them is invited to write to the Deputy Consul General, Canadian Consulate General, 1412 Garland Building, 111 North Wabash Avenue, Chicago 2, Illinois.

APRIL—Indianapolis and Gary, Fort Wayne, and South Bend, Indiana.

MAY—Des Moines and Wichita, Iowa, and Kansas City, Kansas.

JUNE—Louisville, Covington and Lexington, Kentucky.

SEPTEMBER—Omaha, Nebraska, and Sioux Falls, South Dakota.

OCTOBER—Chicago, Peoria, Rockford and Springfield, in Illinois.

Trends in the Grocery Trade

The Detroit Association of Grocery Manufacturers Representatives was informed by the president of the Grocery Manufacturers of America, Inc., that consumer expenditure for food rose from \$16 billion in 1939 to \$64.5 billion last year. He indicated that it should reach a record-breaking \$68 billion in 1955, and by 1965, \$100 billion. Americans are spending an average of 25 per cent of their personal disposable income for food as against 23 per cent in 1935-39.

A survey of 41 product groups by the A. C. Nielsen Company shows that in 1950 these major advertised brands accounted for just over 71 per cent of the market. In 1955, they accounted for nearly 76 per cent of the market. Turnover of these brands is 64 per cent higher than for minor brands.

The president laid stress on the need to pay greater attention to marketing. The grocery industry is spending only \$10 million a year on market research compared with \$100 million a year on research for new products. He contended that the amount spent for marketing research should approximate one-third of that spent in looking for new products.

February Frosts Affect Crops

Reports coming in from France and Spain give early estimates of the damage done by the severe winter to grain, vegetable and fruit production. Certain Canadian imports from and exports to these countries may be affected.

FRANCE

THE BITTEREST WINTER in ten years has brought suffering and misery to all classes in France, but especially to farmers. It is too soon to determine accurately the amount of permanent damage but some estimates are being made.

• *Wheat*—Of the 4.4 million hectares seeded to wheat on February first, nearly 2 million appear to have been destroyed. The losses range from 25 per cent in the south to 70 per cent in the north. Another 1.5 million hectares of wheat were more or less affected. Fields seeded after November first suffered the most damage.

The full area destroyed cannot be reseeded, because stocks of seed are low and because the season is already well advanced and farmers hesitate to sow spring wheat, which often produces unsatisfactory yields. Many of these fields will probably be planted instead to barley, oats, and forage crops. The wheat crop, an early estimate says, will be cut by one-third.

• *Other Grains*—The frosts in February also damaged barley fields. About 400 thousand hectares were seeded in the fall and the crop on about 200 thousand is estimated to be lost. Spring sowings will therefore rise.

Oats were sown last fall on 550 thousand hectares and the cold weather destroyed the coming crop on about 315 thousand. Damage ranged from 50 per cent in the south to 95 per cent in the north.

Fields of rye largely escaped.

• *Vegetables*—Market gardeners and hothouse growers of vegetables and flowers sustained losses ranging from 50 to 80 per cent of their crops, depending on the region. In one area alone, 40 thousand tons of lettuce were lost. Even before the end of the cold spell, prices of vegetables rose sharply; the wholesale price of potatoes, for example, increased more than 70 per cent. And the fact that the rest of Europe also suffered severely from the cold will mean that imported vegetables will have to come from greater distances and will cost more. Imports are expected mainly in the following lines: leeks, lettuce, artichokes, and onions.

• *Flowers and Trees*—The flower industry of the south was seriously affected, with the mimosa and carnation crops almost wiped out and losses of over 5,000 tons of orange blossoms. These losses, in turn, may affect adversely production in the perfumeries. Considerable damage to the olive, almond and various types of fruit trees was also reported.

Producers of meat, poultry and dairy products were not directly affected, but it is feared that prices of these products will follow the general upward trend of other farm products.

The indirect costs to the French economy are expected to be enormous. By the end of February the cost-of-living index had risen to 148 compared with 145 for the previous year; if it reaches 149.1, in spite of any tax relief on food products which the Government may introduce, cost-of-living bonuses paid to industrial workers will have to be raised, with resulting inflationary pressures on the economy. In addition, government assistance in the damaged agricultural areas will place an added burden on the budget, which is already in deficit. These inflationary influences could well be the most serious result of the cold spell.

—J. H. BAILEY,
Assistant Commercial Secretary, Paris.

SPAIN

SPAIN HAS SUFFERED disastrous losses from one of the worst periods of freezing weather in the last century. Not only have large quantities of cash crops been lost to this year's markets, but damage to citrus, olive, and nut trees will seriously reduce yields in future years. The full extent of the losses is still being assessed.

The loss of foreign exchange earnings for this year has been estimated at as high as \$100 million and Spain's industrial growth, so dependent on foreign exchange earnings, will in turn be retarded.

Among the more important crops damaged were:

● *Citrus Fruit*—Spain stands to lose about \$40 to \$50 million worth of foreign exchange immediately from the drop in citrus exports alone. These were expected to reach a bumper 1.2 million metric tons in 1955-56 compared with about 900 thousand tons in 1954-55. Exports had reached about 500 thousand tons before the February frosts, a one-third increase over those for the same period of the previous season. Now most of the unharvested citrus crop is believed to be either a total loss or unsuitable for export. The estimate is that not more than a further 50,000 metric tons of quality fruit can be harvested. It is rumoured, however, that Germany, the largest market, may take 100 thousand to 200 thousand tons of fruit with minor frost damage. Some of the remainder may be used in juice or as pulp for cattle feed. Heaviest losses will probably be borne by exporters who had large quantities of purchased fruit on the trees at the time of the freeze.

Even more serious is the damage to the trees themselves, especially in the Castellan and Valencia areas, where losses are reported to run as high as 50 per cent.

● *Almonds and Filberts*—As much as 90 per cent of the almond crop is reported destroyed, even in Mallorca, Castellon, Murcia, and Tarragona. In Lerida and Aragon some of the crop may be salvaged because flowering had not begun at the time of the frost. Filberts too were heavily damaged. This is the third straight year that Spain's nut crop has proved extremely short and dollar earnings are seriously affected.

● *Olives*—Damage to olive trees is considered high all over Spain, but especially in the Jaen district which produces 40 per cent of the country's olive oil. The Seville district, which produces the table olive, was less affected and it is from Seville that most of Canada's imports of Spanish table olives come.

● *Grains*—The situation has not been thoroughly assessed, but it appears that wheat and other grains are relatively unaffected and a normal grain crop is being forecast. Forage crops are running short, however, and low-grade wheat is being used as cattle feed.

Government Action

At the present time a full assessment of the frost damage has not been completed, but it has been announced that agricultural credits for the affected areas will be considered public works projects undertaken to absorb those left unemployed as a result of the crop losses.

Furthermore, many applications for import licences pending at the time of the frost are now being held until the demands which the effects of the frost will make on Spain's foreign exchange reserve position

can be assessed. It is likely that foreign exchange will be needed to buy foodstuffs; otherwise, it would have been allocated for materials required in Spain's industrial expansion programs. Quotations on potatoes are being actively considered at the time this report is being prepared. Imports of forage crops and feed grains may also be necessary.

—B. I. RANKIN,
Commercial Secretary, Madrid.

FRANCE Promotes Dollar Trade

Six years ago, a semi-official organization designed to promote French exports to countries in the dollar area was set up in Paris. Named the *Franc-Dollar Committee* (*Comité Franc-Dollar*) it is supported jointly by the *Federation of French Employers* and the *French Ministry of Economic Affairs*. The services which it renders are free.

At the Paris head office, business visitors from North America are received and put in touch with French firms offering products of interest to them. Similarly, when inquiries come in from French companies seeking information about or contacts for the sale of their products in North America, the office deals with these. The Committee also helps to organize exhibitions of French goods in North America and carries on collective advertising, sales promotion, and related activities. The office of the Canadian Commercial Counsellor in Paris makes frequent use of the Committee's facilities in assisting Canadian businessmen looking for sources of supply in France.

In addition to those in major French cities, the Committee has representatives in North America:

—In Canada:

Mr. A. F. Vaison, *Franc-Dollar Committee*,
464 Wilbrod Street,
Ottawa, Ont.

—In the United States:

Mr. Gaston Ponsart, *Franc-Dollar Committee*,
1001 Connecticut Ave. N.W.,
Washington 6, D.C.

Canadian businessmen interested in making contact with French exporters or importers might save some time by getting in touch with Mr. Vaison direct, as well as with the *Commercial and Financial Attaché*, *French Embassy*, Ottawa, or with *French consulates general* or *consular offices* in leading Canadian cities.

General notes



Argentina

JAPANESE BRANCH BANK—The Argentine Ministry of Finance has announced that the Japanese Bank of Tokyo Ltd. will shortly open a branch in Buenos Aires to facilitate trade between the two countries—Buenos Aires, March 14.

NEW CHEMICAL PLANT—The Argentine Ministry of Finance has announced that a United States company, in conjunction with Messrs. Serum Quimica Argentina S.R.L. of Buenos Aires, will establish a plant in the near future, capitalized at the equivalent of US\$150 thousand, to produce isotonic solutions, hypertonic glucose solutions, normal saline solutions and similar products for medicinal and surgical use—Buenos Aires, March 14.

Belgium

NUCLEAR REACTOR—Belgium's first nuclear reactor, being built on a 470-acre site near the village of Mol, is expected to be completed in about three months. Associated with it will be chemical, biological and metallurgical laboratories. Scientists and engineers, who will live in housing provided for them on the site, have been taking special training in this work, some of them in the United States. The Belgians have received technical assistance in the building and operation of this experimental reactor from both the United Kingdom and the United States—Brussels, March 20.

Colombia

OIL PIPELINE—A new oil pipeline has been inaugurated in Colombia. Built to serve the important industrial area of the Cauca Valley, the pipeline goes from the Pacific port of Buenaventura to Cali, a distance of some 105 kilometres. It rises 8,000 feet from sea level over one of the ranges of the Andes mountains before reaching Cali.

Previously, oil and gas were transported from Buenaventura to the Cauca Valley by a fleet of 240 tank trucks. Elimination of this fleet from the hazardous highway between the coast and Cali will ensure a much smoother flow of private and commercial traffic—Bogotá, March 15.

Denmark

FOREIGN TRADE—January imports exceeded exports by 117 million kronor, the highest figure recorded in recent years, apart from February and

April last year (159 million kronor). In January 1955 the import surplus was 31 million kronor; January exports totalled 642.3 million kronor, as against 645.6 million kronor in January 1954. The corresponding figures for imports were 759.4 million kronor and 676.9 million kronor, respectively. The foreign currency balance of the National Bank improved by 25 million kronor in February. Credits abroad totalled 739.8 million kronor on February 29, and debits 902.5 million kronor (mainly to the European Payments Union). Total foreign currency debits thus amounted to 163 million kronor—Copenhagen, March 6.

DEBT TO EPU COUNTRIES—During the last few months Denmark has concluded a number of agreements to consolidate her EPU debt to various European countries. In November the Danish debt to West Germany, amounting to \$26 million, or about 175 million kronor, was consolidated by means of a cash payment of one-eighth of the sum (\$3.25 million), the rest is to be amortized over a period of six years. An agreement on similar lines was concluded with Belgium involving a sum of \$6 million or some 40 million kronor, one-eighth of which was a cash payment in dollars.

Recently, an agreement was signed with the Netherlands over a sum of 117 million kronor, 30 million kronor of which was paid in cash in January, the rest to be amortized during the coming year. Thus, nearly the whole of Denmark's EPU debt of about \$100 million, or some 700 million kronor, has been consolidated—Copenhagen, March 6.

France

NEWSPRINT FROM HARDWOOD—To conserve foreign exchange and meet France's newsprint requirements, currently running at more than 13,000 tons a day, the National Scientific Research Centre has been experimenting with new processes for manufacturing pulp from hardwood. The paper produced from this pulp appears satisfactory in quality and during January a special edition of *France-Soir* was printed on it. So far no figures have been released on the price or the contemplated volume of production of the new paper—Paris, March 22.

Indonesia

PAPER MILL—It has been announced that a five million rupiah kraft paper mill is to be built at Magelang, Central Java, which will use rice straw as a basic material—Djakarta, March 17.

PAPER LABORATORY—A new laboratory for research into the use of domestic materials for the manufacture of paper is nearing completion at Bogor—Djakarta, March 17.

Norway

POSITION IN EPU—In November and December 1955 Norway had deficits with the European Payments Union of \$3,455,000 and \$9,575,000, respectively. The latter figure included \$1,834,000 covering interest on Norway's debt to the Union for the last six months of 1955. During these two months Norway thus increased her debt to the Union by \$3,257,000 and made payment in gold or dollars to other member countries to a total of \$9,773,000. By the end of 1955 Norway had drawn \$457.2 million of her total quota \$509.6 million—Oslo, March 19.

South Africa

PLASTIC-COATED CITRUS—Producers of citrus will experiment with plastic-coated fruit during the coming season. It is claimed that fruit treated in this way will keep for six months without refrigeration. This new method of packing, if successful, would mean large savings in transportation costs—Cape Town, March 20.

NATIONAL FINANCE CORPORATION—Set up to supplement the limited credit facilities for industry provided by the commercial banks, the National Finance Corporation of South Africa reported that during the year ended June 30, 1955, its capital remained unchanged at £1 million. Some £250 thousand from profits was, however, added to the reserve fund to bring it up to £1.25 million. The year also saw the Corporation enter a new field—long-term finance through the issue of seven-year debentures in the sum of £2 million for advances to established industries in need of capital for expansion—Johannesburg, March 16.

Sweden

PRODUCTION RISES—Total industrial production in Sweden during 1955 increased by 6 per cent over 1954. Production of capital goods rose 9 per cent but of consumer goods only 2 per cent. All the main groups of capital goods have shown an increase—the iron and metal industry is up as much as 15 per cent and iron ore mining 13 per cent—Stockholm, March 16.

United Kingdom

EXPAND SCOTTISH IRONWORKS—Work will begin in a few months on a £6 million expansion project in a well-known ironworks in Coatbridge. The new plant will increase the firm's annual production of pig iron from 150 thousand to 350 thousand tons. About half the production will be foundry grades, the remainder will be absorbed by steel makers—London, March 23.

GOLD AND DOLLAR RESERVES—In February the sterling area gold and dollar reserves increased by \$61 million, the biggest rise since May 1954. This is the second consecutive month in which the reserves have recorded a significant improvement; they now stand at \$2,210 million.

During February, the United Kingdom received defence aid of \$6 million from the United States and paid out \$8 million to the European Payments Union in respect of the January deficit with the Union. In addition, \$2 million was paid to EPU under bilateral settlements on old debts.

The United Kingdom Treasury has expressed cautious satisfaction with these results. At this time of year there is a seasonal increase in payments for sterling area primary commodities and this no doubt helped to produce the February surplus. On the other hand, the United Kingdom itself remained in deficit with EPU in February to the extent of \$22 million, 75 per cent of which will have to be settled in gold or dollars during March—London, March 23.

West Germany

TOURISTS—According to the latest official statistics, travellers from the United States kept their established lead in numbers of overnight stays in West Germany and Berlin during the first nine months of 1955. From January through September, Americans accounted for nearly 950 thousand of the total of approximately 6.6 million overnight stays by foreign visitors; this is 17.3 per cent more than during the same period of 1954. The total number of overnight stays rose by more than 18 per cent. The following figures were reached by other countries: the Netherlands 900 thousand (33 per cent increase), Sweden 600 thousand (15.6 per cent increase), Great Britain over 580 thousand (22 per cent increase), France 550 thousand (24 per cent increase), Belgium and Luxembourg 543 thousand, Switzerland 519 thousand, Denmark 511 thousand, Central and South America 160 thousand, Africa 52,000, Canada, 45,000. Foreign exchange revenue from tourists during the first nine months of 1955 reached DM731,044,100, an increase of 31.3 per cent over the same period of 1954—Bonn, March 15.

foreign trade service abroad

* No Foreign Trade Officer at this post.

Bentley's Second Phrase Code is used by Canadian Trade Commissioners.

Territory	Officer	City Address	Mail and Cables, Office Telephone
Argentina	C. S. Bissett, Commercial Counsellor	Canadian Embassy, Bartolome Mitre 478, BUENOS AIRES	Mail: (City Address) Cable: CANADIAN Tel.: 33-8237
Argentina Paraguay, Uruguay	W. F. Hillhouse, Agricultural Secretary		
Australia (Capital Territory, New South Wales, Queensland, Northern Territory) Dependencies	J. C. Britton, Commercial Counsellor for Canada	City Mutual Life Building 60 Hunter Street, SYDNEY	Mail: P.O. Box 3952 G.P.O Cable: CANADIAN Tel.: BW 5696
Australia (Victoria, South Australia, Western Australia, Tasmania)	Commercial Secretary	R. W. Blake, Commercial Secretary for Canada	Mail: (City Address) Cable: CANADIAN Tel.: MU 4716
Belgian Congo Angola, French Equatorial Africa	K. Nyenhuis, Canadian Government Trade Commissioner	Forescom Building, LEOPOLDVILLE 1.	Mail: Bôite Postale 373 Cable: CANADIAN Tel.: 2706
Belgium Luxembourg	T. J. Monty, Commercial Counsellor	Canadian Embassy, 35 rue de la Science, BRUSSELS	Mail: (City Address) Cable: CANADIAN Tel.: 11-33-88
Brazil	K. G. Ramsay, Assistant Commercial Secretary	Canadian Embassy, Edificio Metropole, Av. Presidente Wilson 165 RIO DE JANEIRO	Mail: Caixa Postal 2164 Cable: CANADIAN Tel.: 42-4140
Brazil	C. J. Van Tighem, Commercial Secretary		
	H. M. Maddick, Commercial Secretary		
	Consul and Trade Commissioner	Canadian Consulate, Edificio Alois, Rua 7 de Abril 252, SAO PAULO	Mail: Caixa Postal 6034 Cable: CANADIAN Tel.: 36-6301
Ceylon	G. F. Osbaldeston, Vice Consul and Assistant Trade Commissioner		
*Ceylon	Office of the High Commissioner for Canada	6 Gregory's Road Cinnamon Gardens, COLOMBO	Mail: P.O. Box 1006 Cable: DOMCANADA Tel.: 91341
Chile	R. E. Gravel, Commercial Secretary	Canadian Embassy, 6th Floor, Av. General Bulnes, 129, SANTIAGO	Mail: Casilla 771 Cable: CANADIAN Tel.: 64189
Colombia Ecuador	W. B. McCullough, Commercial Counsellor	Canadian Embassy, Avenida Jimenez No. 7-25 Office 613, BOGOTA	Mail: Apartado 1618 Airmail: Apartado Aereo 3562 Cable: CANADIAN Tel.: 30-065
Cuba	A. P. Savard, Commercial Secretary	Canadian Embassy, Edificio Motor Centre Calle Infanta 16, HAVANA	Mail: Apartado 1945 Cable: CANADIAN Tel.: UO-9457
Denmark Greenland	G. A. Browne, Commercial Secretary	Canadian Embassy, 4 Trondhjems Plads, COPENHAGEN	Mail: (City Address) Cable: CANADIAN Tel.: Tria 1602

Territory	Officer	City Address	Mail and Cables, Office Telephone
Dominican Republic Puerto Rico	M. B. Bursey, Commercial Counsellor	Canadian Embassy, Edificio Copello 408, Calle El Conde, CIUDAD TRUJILLO	Mail: Apartado 451 Cable: CANADIAN Tel.: 5318
Egypt Aden, Sudan, Cyprus, Ethiopia, Saudi Arabia, Yemen	M. R. M. Dale, Commercial Secretary	Canadian Embassy, 6 Sharia Rouston Pasha, Garden City, CAIRO	Mail: Kasr el Doubara Post Office Cable: CANADIAN Tel.: 23110
France Algeria, French Morocco, French West Africa, Tunisia	B. C. Butler, Commercial Counsellor for Canada	3 rue Scribe, PARIS	Mail: (City Address) Cable: CANADIAN Tel.: OPEra 42-30
	R. Campbell Smith, Commercial Secretary		
	A. L. Neal, Attaché		
	J. H. Bailey, Assistant Commercial Secretary		
Germany Federal Republic	B. A. Macdonald, Commercial Counsellor	Canadian Embassy, 22 Zitelmannstrasse, BONN	Mail: (City Address) Cable: CANADIAN Tel.: Bonn 21971
	S. G. Barkley Commercial Secretary		
	M. B. Blackwood, Assistant Commercial Secretary		
Greece Israel, Turkey	H. W. Richardson, Commercial Secretary	Canadian Embassy, 31 Vassilissis Sophias Ave., ATHENS	Mail: (City Address) Cable: CANADIAN Tel.: 74044
Guatemala Costa Rica, El Salvador, Honduras, Nicaragua, Panama and Canal Zone	Canadian Government Trade Commissioner	5a Avenida Sud, 10-68 GUATEMALA CITY	Mail: P.O. Box 444 Airmail: P.O. Box 400 Cable: CANADIAN Tel.: 5590
*Haiti	Chargé d'Affaires, a.i. and Consul	Route du Canape Vert, St. Louis de Turgeau, PORT AU PRINCE	Mail: P.O. Box 826
Hong Kong China, Indo-China, Macao, Taiwan	C. M. Forsyth-Smith Canadian Government Trade Commissioner	Hong Kong and Shanghai Banking Corporation Bldg., HONG KONG	Mail: P.O. Box 126 Cable: CANADIAN Tel.: 28336
	Assistant Trade Commissioner		
India	Wm. Jones, Commercial Secretary	Office of the High Commissioner for Canada 4 Aurangzeb Road, NEW DELHI	Mail: P.O. Box 11 Cable: CANADIAN Tel.: 40191
India	G. F. Mintenko, Acting Canadian Government Trade Commissioner	Gresham Assurance House, Mint Road, BOMBAY	Mail: P.O. Box 886 Cable: CANADIAN Tel.: 20672
Indonesia	W. D. Wallace, Commercial Secretary	Canadian Embassy, Budi Kemulian No. 6, DJAKARTA	Mail: (City Address) Cable: CANADIAN Tel.: Gambir 499
Ireland	T. G. Major, Commercial Counsellor for Canada	66 Upper O'Connell St., DUBLIN	Mail: (City Address) Cable: CANADIAN Tel.: 44251
Italy Libya, Malta, Yugoslavia	S. G. MacDonald, Commercial Counsellor	Canadian Embassy, Via Saverio Mercadante 15, ROME	Mail: (City Address) Cable: CANADIAN Tel.: 846-842
	W. R. Van, Commercial Secretary		
	K. F. Osmond, Commercial Secretary (Fisheries)		

Territory	Officer	City Address	Mail and Cables, Office Telephone
Jamaica Bahamas, British Honduras	H. E. Campbell, Canadian Government Trade Commissioner	Canadian Bank of Commerce Chambers, KINGSTON	Mail: P.O. Box 225 Cable: CANADIAN Tel.: 2858
Japan Korea	J. L. Mutter, Commercial Counsellor	Canadian Embassy, TOKYO	Mail: Canadian Embassy Cable: CANADIAN Tel.: 48-4116
Japan	W. G. Pybus, Commercial Secretary	7th Floor, Crescent Bldg., 72 Kyomachi, Ikutaku, KORE	Mail: P.O. Box 513 Cable: CANADIAN Tel.: 3-4617
Lebanon Iraq, Jordan, Persian Gulf Area, Syria	G. F. G. Hughes, Commercial Secretary	Canadian Legation, Alpha Building, Rue Clemenceau, BEIRUT	Mail: Bôite Postale 2300 Cable: CANADIAN Tel.: 30794
Mexico	M. T. Stewart, Commercial Counsellor	Canadian Embassy, Edificio Internacional, Paseo de la Reforma, Mexico, D. F.	Mail: Apartado 126-Bis Cable: CANADIAN Tel.: 36-27-90
	C. O. R. Rousseau, Assistant Commercial Secretary		
Netherlands	V. L. Chapin, Commercial Secretary	Canadian Embassy, Sophialaan 1-A, THE HAGUE	Mail: (City Address) Cable: CANADIAN Tel.: 18-51-06
	T. F. Harris, Commercial Secretary		
	W. R. Hickman, Assistant Commercial Secretary		
New Zealand Fiji, Western Samoa	L. S. Glass, Commercial Counsellor	Office of the High Commissioner for Canada, Government Life Insurance Bldg., WELLINGTON	Mail: P.O. Box 1660 Cable: CANADIAN Tel.: 70-644
Norway Iceland	J. C. Depocas, Commercial Counsellor	Canadian Embassy, Fridtjof Nansens Plass 5, OSLO	Mail: (City Address) Cable: CANADIAN Tel.: 33-30-80
Pakistan Afghanistan, Iran	R. K. Thomson, Commercial Secretary	Office of the High Commissioner for Canada, Hotel Metropole, Victoria Rd., KARACHI	Mail: P.O. Box 3703 Cable: CANADIAN Tel.: 5826
Peru Bolivia	H. J. Horne, Commercial Secretary	Canadian Embassy, Edificio Boza, Carabaya 831, Plaza San Martin, LIMA	Mail: Casilla 1212 Cable: CANADIAN Tel.: 71150
Philippines	H. L. E. Priestman, Consul General and Trade Commissioner	Canadian Consulate General, Ayala Building Juan Luna Street MANILA	Mail: P.O. Box 1825 Cable: CANADIAN Tel.: 3-33-35
	Vice Consul and Trade Commissioner		
Portugal Azores, Madeira	Richard Grew, Commercial Counsellor	Canadian Embassy, Rua Marques de Fronteira No. 8-4° D° LISBON	Mail: (City Address) Cable: CANADIAN Tel.: 53117
Rhodesia and Nyasaland Kenya, Seychelles Is., Tanganyika, Uganda, Zanzibar	W. J. Millyard, Canadian Government Trade Commissioner	Dolphin House, Union and Moffat Sts. SALISBURY	Mail: P.O. Box 2133 Cable: CANTRACOM Tel.: 26571
Singapore Brunei, Burma, Federation of Malaya, North Borneo, Sarawak, Thailand	D. S. Armstrong, Canadian Government Trade Commissioner	Room F-3, Union Building, SINGAPORE	Mail: P.O. Box 845 Cable: CANADIAN Tel.: 7739

Territory	Officer	City Address	Mail and Cables, Office Telephone
South Africa (Natal, Transvaal, Orange Free State), Madagascar, Mauritius, Mozambique, Reunion	K. F. Noble, Canadian Government Trade Commissioner	Mutual Building, Harrison Street, JOHANNESBURG	Mail: P.O. Box 715 Cable: CANTRACOM Tel.: 33-2628
South Africa (Cape Province) Southwest Africa	A. W. Evans, Canadian Government Trade Commissioner	Grand Parade Centre Bldg., Adderley Street, CAPE TOWN	Mail: P.O. Box 683 Cable: CANTRACOM Tel.: 2-5134/5
Spain Balearic Islands, Canary Islands, Gibraltar, Rio de Oro, Spanish Morocco, Tangier	B. I. Rankin, Commercial Secretary	Canadian Embassy, Edificio España, Avenida de Jose Antonio 88, MADRID	Mail: Apartado 117 Cable: CANADIAN Tel.: 47-54-00
Sweden Finland	L. A. Campeau, Commercial Secretary	Canadian Legation, Strandvagen, 7-C, STOCKHOLM	Mail: P.O. Box 14042 Cable: CANADIAN Tel.: 67-92-15
Switzerland Austria, Czechoslovakia, Hungary	W. Van Vliet, Commercial Secretary N. W. Boyd, Assistant Commercial Secretary	Canadian Embassy, Kirchenfeldstrasse 88, BERNE	Mail: (City Address) Cable: CANADIAN Tel.: 4-63-81
Trinidad Barbados, Windward and Leeward Islands, British Guiana, Dutch Guiana, French Guiana, French West Indies	D. B. Laughton, Canadian Government Trade Commissioner	Colonial Building, 72 South Quay, PORT-OF-SPAIN	Mail: P.O. Box 125 Cable: CANADIAN Tel.: 34787
United Kingdom (South of England, East Anglia, Scotland), British West Africa (Gambia, Gold Coast, Nigeria, Sierra Leone)	Commercial Counsellor G. H. Rochester, Commercial Counsellor (Timber) D. A. B. Marshall, Commercial Secretary (Agricultural)	Office of the High Commissioner for Canada, Canada House, Trafalgar Square, LONDON, S.W.1	Mail: (City Address) Cable: SLEIGHING Tel.: Whitehall 8701 Cable: TIMCOM
T. M. Burns, Commercial Secretary			
United Kingdom (Midlands, North England, Wales)	Canadian Government Trade Commissioner	Martins Bank Building, Water Street, LIVERPOOL	Mail: (City Address) Cable: CANADIAN Tel.: Central 0625
United Kingdom (Northern Ireland)	T. G. Major, Canadian Government Trade Commissioner	36 Victoria Square, BELFAST	Mail: (City Address) Tel.: 21867
United States Delaware, Maryland, Virginia, West Virginia	R. G. C. Smith, Commercial Counsellor Dr. W. C. Hopper, Agricultural Counsellor	Canadian Embassy, 1746 Massachusetts Ave. N.W. WASHINGTON 6, D.C.	Mail: (City Address) Cable: CANADIAN Tel.: DEcatur 2-1011

Territory	Officer	City Address	Mail and Cables, Office Telephone
-----------	---------	--------------	--------------------------------------

Washington	H. A. Gilbert, Commercial Secretary		
United States (Connecticut, New Jersey, Pennsylvania, New York), Bermuda, Liberia	D. H. Burns, Assistant Agricultural Secretary	S. V. Allen. Deputy Consul General (Commercial)	Canadian Consulate General, 620 Fifth Ave., NEW YORK CITY 20
	C. R. Gallow, Consul and Trade Commissioner	C. E. Butterworth, Consul and Trade Commissioner	
United States (Massachusetts, Maine, Rhode Island, Vermont, New Hampshire)	D. H. Cheney, Consul and Trade Commissioner	D. H. Newman, Deputy Consul General (Commercial)	Canadian Consulate General, 532 Little Building, 80 Boylston Street, BOSTON 16
United States (Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Nebraska, Kentucky, Missouri)	R. F. Renwick, Consul and Trade Commissioner	W. G. D'Arcy, Vice Consul and Assistant Trade Commissioner	Canadian Consulate General, 1412 Garland Building, 111 North Wabash Street, CHICAGO
United States (Michigan, Ohio)	M. J. Vechsler, Consul and Trade Commissioner	A. A. Lomas, Vice Consul and Assistant Trade Commissioner	Canadian Consulate, 1035 Penobscot Building, DETROIT 26
*United States California (the ten southern counties), Clark County in Nevada, Arizona, New Mexico.	Consul General		Canadian Consulate General, 510 West Sixth Street, Los ANGELES 14
United States (Louisiana, Texas, Oklahoma, Arkansas, Mississippi, Tennessee, Alabama, North Carolina, South Carolina, Georgia, Florida)	A. A. Caron, Consul and Trade Commissioner		Canadian Consulate General, 215-217 International Trade Mart NEW ORLEANS 12
*United States California, (except the ten southern counties), Wyoming, Nevada (except Clark County), Utah, Colorado, Hawaii	Consul General		Canadian Consulate General, 3rd Floor, Kohl Building, 400 Montgomery Street, SAN FRANCISCO 4
*United States (Oregon, Idaho, Washington, Montana), Alaska	Consul General		Canadian Consulate General, The Tower Building, Seventh Avenue at Olive Way SEATTLE 1, Washington
Uruguay Paraguay Falkland Islands	C. B. Birkett, Commercial Counsellor		Canadian Embassy No. 1409 Avenida Agraciada, Piso 7 ^o MONTEVIDEO
Venezuela Netherlands Antilles	H. L. Brown, Commercial Counsellor		Canadian Embassy, Edificio Pan American, Puent Urapal, CARACAS
	F. B. Clark, Commercial Secretary		
	A. G. Kniewasser, Assistant Commercial Secretary		

Mail: (City Address)
Cable: CANTRACOM
Tel.: JUDson 6-2400

Mail: (City Address)
Cable: CANADIAN
Tel.: HAncock 6-4320

Mail: (City Address)
Cable: CANADIAN
Tel.: RAndolph 6-6033

Mail: (City Address)
Cable: CANADIAN
Tel.: WOodward 5-2811

Mail: (City Address)
Cable: CANADIAN
Tel.: VAndike 2233

Mail: (City Address)
Cable: CANADIAN
Tel.: RAYmond 2136

Mail: (City Address)
Cable: DOMCAN
Tel.: SUtter 1-3039

Mail: (City Address)
Cable: CANADIAN
Tel.: MUtual 3515

Mail:
Casilla Postal 852
Cable: CANADIAN
Tel.: 96096

Mail: Apartado 3306
Cable: CANADIAN
Tel.: 54-3431

The following nominal quotations may prove useful in checking prices. Canadian traders should consult their banks before making any firm commitments.

Conversion into Canadian dollar equivalent and units of foreign currency per Canadian dollar have been made at cross rates with sterling or the United States dollar on the date shown.

Except when buying and selling rates are specified, the mid rates only are quoted. The buying rate is that at which banks purchase exchange from exporters. The selling rate is that at which banks sell exchange to importers.

When several rates are indicated, the rate applicable depends on the commodity traded. Information on the rate for any specific commodity may be obtained from the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Rates used exclusively in non-merchandise trading are not included in the table.

For conversion to United States dollar equivalent multiply by 1.00125.

foreign exchange rates

Country	Unit	Type of Exchange	Can. dollar equivalent March 28	Units per Canadian dollar	Notes (See below)
Argentina	Peso	Official	·05549	18.02	(1)
Australia	Pound	Free	·02491	40.14	
Austria	Schilling	2.2415	·4461	
Belgium- Luxembourg	Franc	·03841	26.03	
Belgian Congo	Franc	·02002	49.95	
Bolivia	Boliviano	Official	·02002	49.95	
British West Indies	Dollar	·00526	190.0	
Brazil	Pound	·5837	·1713	(2)
Brazil	Dollar	2.8019	·3569	(3)
Brazil	Cruzeiro	Effective selling*	·7005	1.428	
Burma	Kyat	Category I	·00968	103.28	
Ceylon	Rupee	Category V	·00313	319.42	
Chile	Peso	Official buying	·05441	18.38	
Colombia	Peso	·2097	4.769	
Costa Rica	Colon	Principal	·2101	4.760	
Cuba	Peso	Basic	·00333	300.3	(6)
Czechoslovakia	Koruna	Free*	·3995	2.503	(7)
Denmark	Krone	Official	·2460	4.065	
Dominican Republic	Peso	Controlled free	·1779	5.621	*March 27
Ecuador	Sucre	·1504	6.648	
Egypt	Pound	·9988	1.001	
Fiji	Pound	Official	·06659	15.02	
Finland	Markka	Official	·05646	17.71	
France	Franc	2.8680	·3487	(15)
French Africa	Franc	2.5242	·3962	
French Pacific	Franc	·00434	230.4	
Germany	D Mark	·0285	349.7	(8)
Greece	Drachma	·00571	175.0	(9)
Guatemala	Quetzal	·01570	63.69	(10)
Haiti	Gourde	·2370	4.219	
Honduras	Lempira	·03329	30.04	
Hong Kong	Dollar	Free*	·0988	1.001	
Iceland	Krona	Official	·06659	15.02	
India	Rupee	Official	·05646	17.71	
Indonesia	Rupiah	2.8680	·3487	(15)
Iran	Rial	Basic	2.5242	·3962	
Iraq	Dinar	Certificate	·00434	230.4	
Ireland	Pound	·0285	349.7	(8)
Israel	Pound	·00571	175.0	(9)
Italy	Lira	·01570	63.69	(10)
Japan	Yen	·2370	4.219	
Lebanon	Pound	·03329	30.04	
Mexico	Peso	Free	·0988	1.001	
		Special buying	·1699	5.885	*March 16
		Special selling	·1751	5.711	
		·06133	16.31	
		·04833	20.69	
		·03805	26.28	
		·2101	4.760	(11)
		·08795	11.37	(12)
		·01319	75.84	
		2.7965	·3576	
		2.8019	·3569	
		·5549	1.802	
		·00160	621.1	
		·00278	360.1	
		·3099	3.227	
		·07990	12.52	

* Latest available quotation date.

Country	Unit	Type of Exchange	Can. dollar equivalent March 28	Units per Canadian dollar	Notes (See below)
Netherlands	Guilder	·2608	3·834	
Netherlands Antilles	Guilder	·5257	1·902	
New Zealand	Pound	2·8019	·3569	
Nicaragua	Cordoba	Effective buying	·1513	6·609	
		Official selling	·1417	7·059	
Norway	Krone	·1398	7·153	
Pakistan	Rupee	·2101	4·760	
Panama	Balboa	·9988	1·001	
Paraguay	Guarani	Official	·01665	60·06	(13)
Peru	Sol	Certificate	·05257	19·02	
Philippines	Peso	·4994	2·002	
Portugal	Escudo	·03486	28·69	(14)
El Salvador	Colon	·3995	2·503	
Singapore & Malaya	Straits dollar	·3269	3·059	
South Africa (Union of)	Pound	2·8019	·3569	
Spain & Dependencies	Peseta	Basic buying	·04561	21·93	
		Basic commercial selling	·0608	16·45	(6)
		Free	·02564	39·00	
Sweden	Krona	·1931	5·179	
Switzerland	Franc	·2331	4·290	
Syria	Pound	Free*	·2823	3·542	*Feb. 15
Thailand	Baht	Free	·04891	20·45	(6)
Turkey	Lira	·3567	2·803	
United Kingdom	Pound	2·8019	·3569	
United States	Dollar	·99875	1·001	
Uruguay	Peso	Official	·6575	1·521	tax 6% (4)
		Principal buying	·5841	1·712	(6)
		Principal selling rates	·4755	2·103	
			·4478	2·233	
			·2981	3·355	
Venezuela	Bolivar	·00333	300·3	(6)
Yugoslavia	Dinar			

* Latest available quotation date.

notes

1. Argentina: additional rates result from exchange retentions on export proceeds and surcharges on imports.
2. Barbados, Trinidad, Tobago, Leeward and Windward Islands, British Guiana.
3. Bahamas, Bermuda, Jamaica.
4. Tax affects selling (import) rates only; certain essential imports exempt.
5. Brazil: currency certificates auctioned for five import categories. Effective selling rate is official rate of 18.82 to U.S. dollar plus price of certificate. Tax of 10 per cent applies to official rate (tax is 1.88 cruzeiros per U.S. dollar). Exporters receive cruzeiros at official rate plus exchange premiums ranging from 18.70 to 31.70 cruzeiros per U.S. dollar, depending on product. Rates shown are based on São Paulo auction.
6. Additional rates are in effect.
7. Colombia: stamp taxes of 3, 10, 30, 80 and 100 per cent on imports depending on essentiality. The free rate applies to minor exports and less essential imports.
8. Includes Algeria, Tunisia, Morocco, Guiana, Guadeloupe, Martinique.
9. Equatorial Africa, West Africa, Cameroons, Togoland, Somaliland, Madagascar, Reunion, St. Pierre and Miquelon.
10. New Caledonia, New Hebrides, Oceania.
11. Iceland: special rates apply to minor export products of small fishing boats and designated non-essential imports.
12. Indonesia: basic rate applies to most exports and a few essential imports. Purchase of exchange for other imports is subject to surcharges of 50, 100, 200 or 400 per cent depending on products.
13. Official rate applies to exports and essential imports. For non-essential imports there is a surcharge of 25 Guaranis per U.S. dollar.
14. Portugal: approximately same rate for Portuguese Territories in Africa.
15. Unofficial reports indicate that a free market is operating in Egyptian pounds as from March 27. These reports state that the Egyptian pound is quoted at around \$2.51 in the free market.

Canada in Foreign Markets

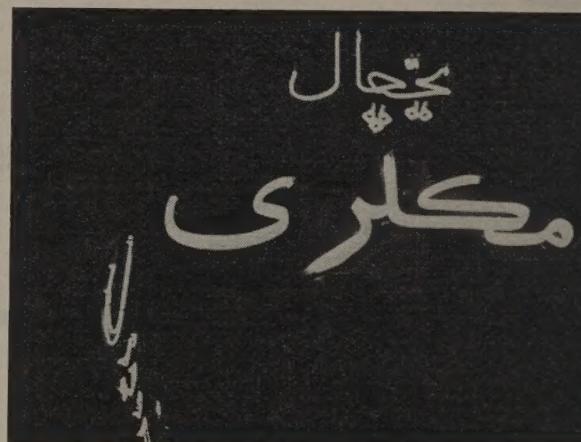
Canadian exporters are invited to contribute to this series photographs of their products in use or on sale in foreign markets. Photographs should be adequately captioned, protected for mailing, and addressed to: The Editor, "Foreign Trade".



In Brazil—The Assistant Canadian Trade Commissioner (left) and a Brazilian member of the Canadian Consulate staff in São Paulo examine a test shipment of Canadian seed potatoes for agricultural institutes in southern Brazil. The seed potatoes, a gift from the Prince Edward Island and New Brunswick Departments of Agriculture, will be planted by the agricultural institutes to see how well they adapt to the Brazilian climate—and sales may eventually result.



In the Philippines—These Filipino longshoremen are unloading another shipment of Canadian fertilizer at the dock in Manila.

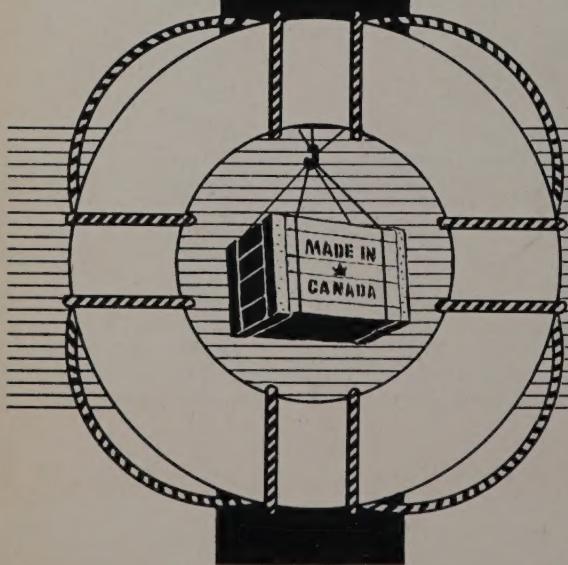


In Iran—Against the dark of a night sky over Teheran, this neon sign on an Iranian store flashes out the brand name of a Canadian line of steelwares which are sold there.



In the United States—The meat manager of a Detroit supermarket—one of a chain of 60 in the city and district—looks over a display of Canadian meat products which are carried in all the stores of this American chain.

we
protect
your
foreign
accounts
receivable
on
exports
to
all
countries



**EXPORT CREDITS
INSURANCE CORPORATION**

P.O. BOX 655, OTTAWA
MONTREAL — TORONTO — VANCOUVER

your life guard for world trade